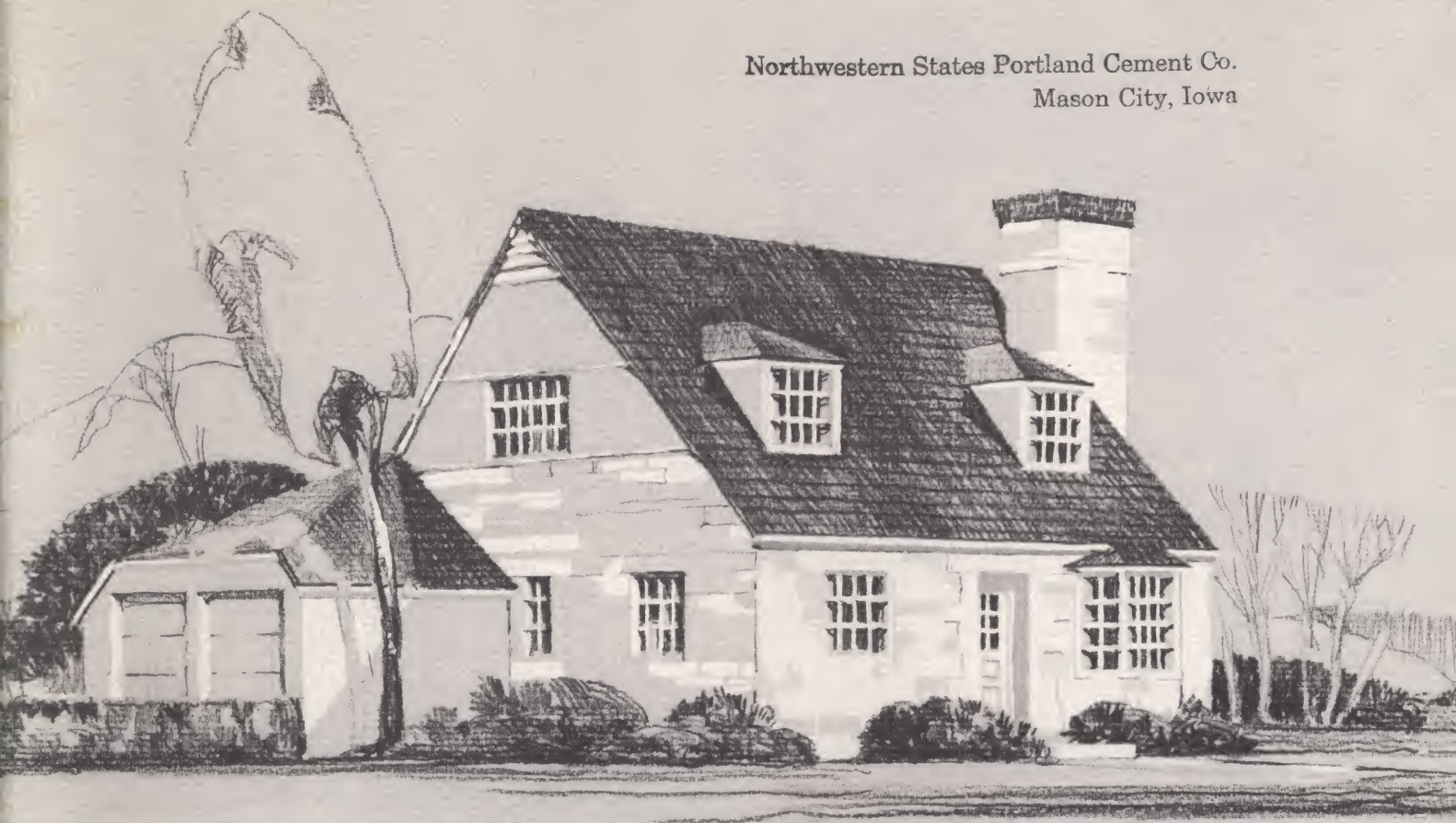


Northwestern States Portland Cement Co.
Mason City, Iowa



(See back cover for floor plan of this design)

28

CONCRETE HOMES

BY LEADING ARCHITECTS

FOR PEOPLE WHO WANT QUALITY HOMES AT LOW COST

28 concrete masonry house designs assembled in this portfolio offer home seekers a wide choice of authentic architectural design to suit individual taste and living requirements. Experts in residential architecture have planned these homes to give economy in first cost, in upkeep and intensive use of space. Firesafe construction is specified not only because of the protection it offers against fire hazards and losses, but also because it represents the most economical form of construction—the greatest long-time value in houses.

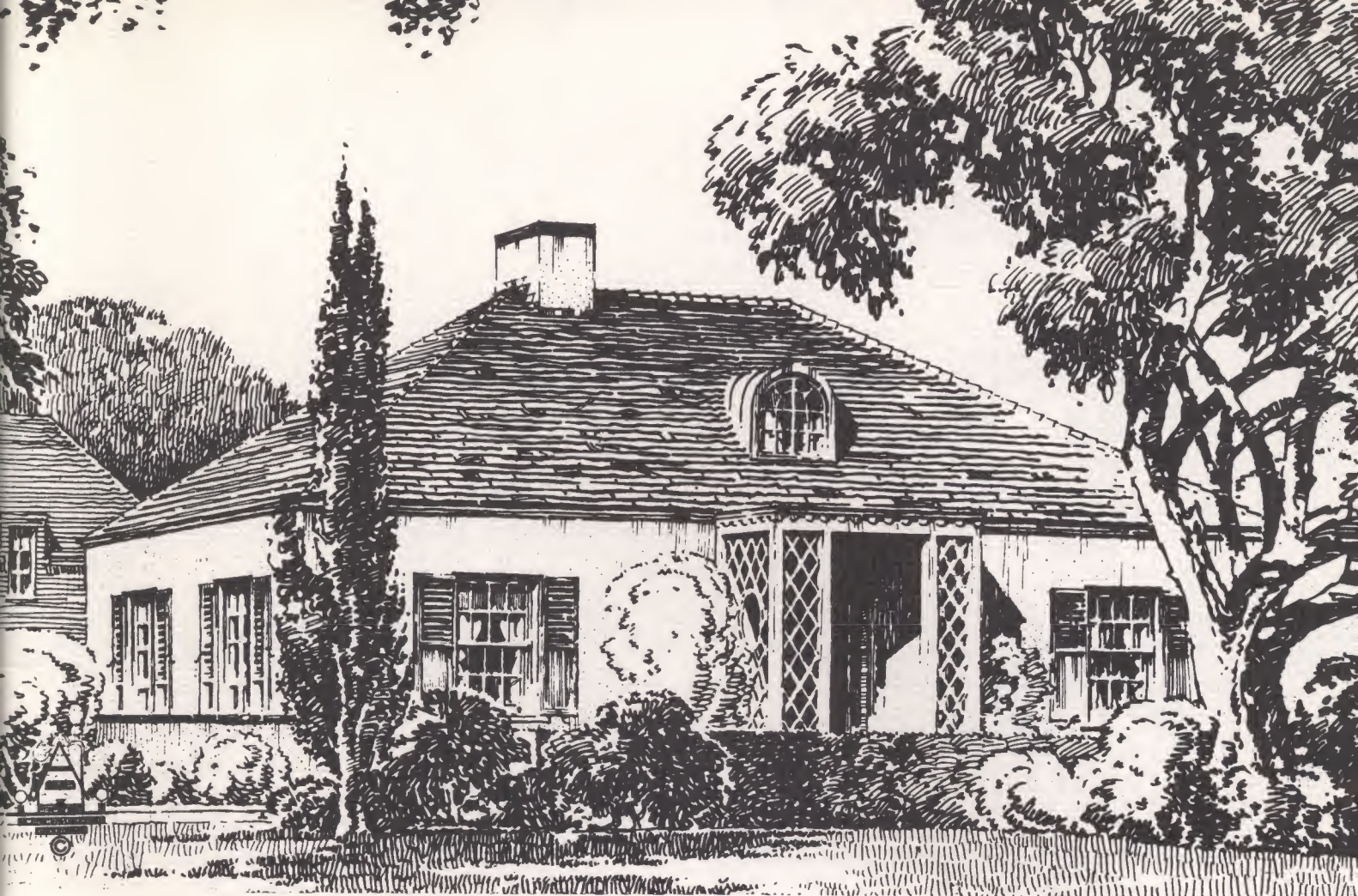
Working drawings and complete specifications for any one of these homes may be secured at nominal cost from the original designer or through The Registered Home Service, the Federal Home Building Service Plan.

The Registered Home Service, sponsored by the American Institute of Architects, the Federal Home Loan Bank Board and representative manufacturers of quality building materials, has been established to meet a definite need for more adequate technical skill in the design and planning of small and moderately priced homes. Through this Service the small home builder now can receive the protection and advantages of a modified architectural service at moderate cost commensurate to his limited income.

These registered plans have been selected from a compilation of more than 500 designs contributed to the Registered Home Service by architects from all parts of the country. They remain the property of the originating architects but are available to home seekers in any section of the country, provided they are translated into homes built under the supervision of a qualified architect or technician.

This booklet is presented with the hope it will provide you with a solution to one major problem—the design of the best possible home to meet your living needs and income, in a type of construction that exemplifies the terms “firesafe”, “low-cost”.

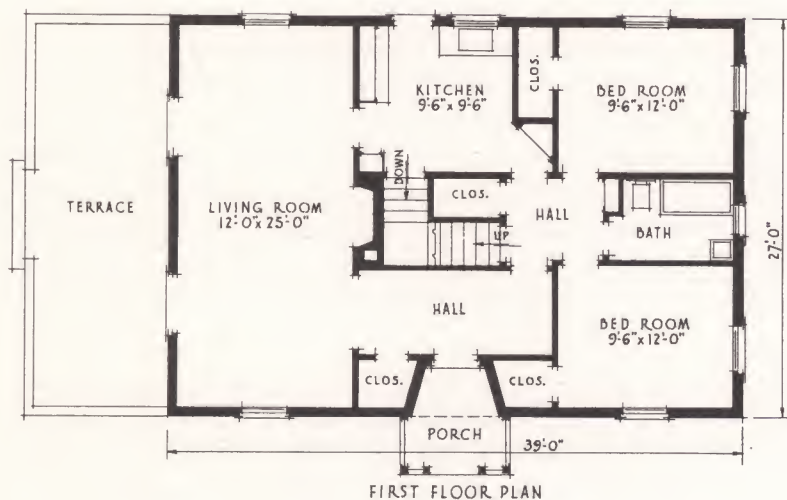
For full details on the Registered Home Service, see your lending institution, local architect or concrete products manufacturer.



TWO-BEDROOM CONCRETE MASONRY HOUSE

DESIGN
4-K-21

CONSTRUCTIONConcrete masonry
EXTERIOR FINISH.....Portland cement stucco
CEILING HEIGHT.....8'-6"
CUBAGE.....23,913 cu.ft.
There is an attic stairway and some space in the attic, but not sufficient headroom for rooms. This design is contemplated to be principally of concrete. The working drawings provide a concrete slab for the first floor. The terrace at the side of the living room may be omitted in the interests of economy.

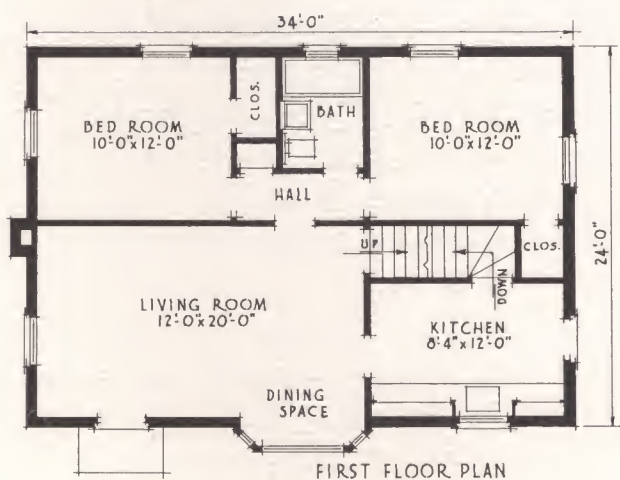


Approved design for a REGISTERED HOME
Approved for use under the Federal Home Building Service Plan, this design is eligible for the Certificate of Registration, provided the house is built with approved technical service and meets established requirements upon completion.

Use permitted by
ARCHITECTS' SMALL HOUSE SERVICE BUREAU, Inc.
38 So. Dearborn St., Chicago, Ill.



BUNGALOW OF NEW ENGLAND PRECEDENT



DESIGN
4-K-22

CONSTRUCTION	Concrete masonry
EXTERIOR FINISH	Portland cement stucco
CEILING HEIGHT	8'-6"
CUBAGE	17,567 cu.ft.

The dining space in this plan is provided in a bay window off the living room near the kitchen. There is attic space with stairway but not sufficient headroom for rooms.

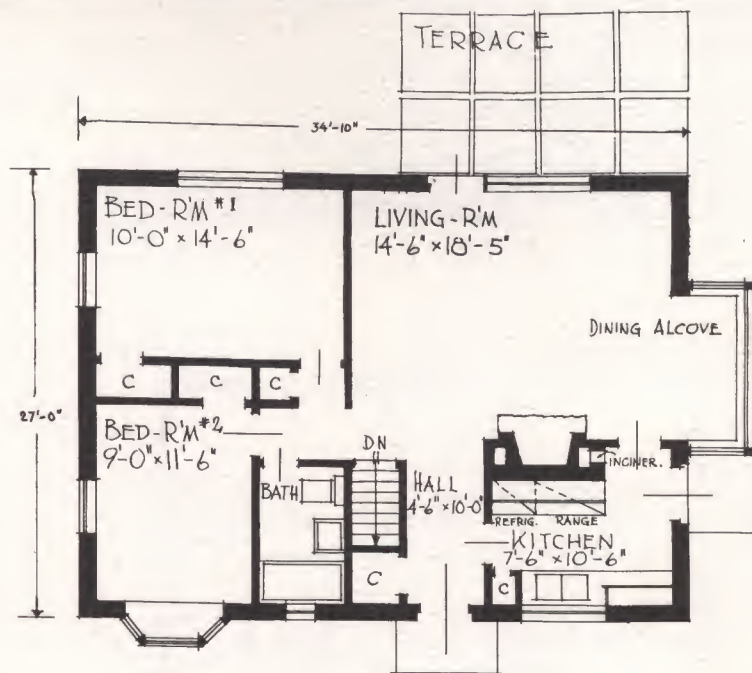
Approved design for a REGISTERED HOME
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FOUR-ROOM CONCRETE HOME DERIVED FROM FRENCH PROVINCIAL

The architect points out that it is a custom among the French to plan their cottages around the kitchen, an idea which he has translated into modern usage in this well-proportioned home. Placed as far from the sleeping quarters as possible, the kitchen contains, among many other modern features, an incinerator which feeds into the furnace below. The living room fireplace, located so that both the kitchen, range and the incinerator have flues leading into the chimney, is designed to offer the pleasant accompaniment of flickering firelight to dining as well as to the evening's relaxation in the living room proper. Cross ventilation in every room, ample closets, efficient circulation between rooms, and a full basement are other features of this concrete masonry house.



DESIGN
4-NE-13

CONSTRUCTION:

Concrete masonry walls; concrete joists

EXTERIOR FINISH:

Portland cement paint

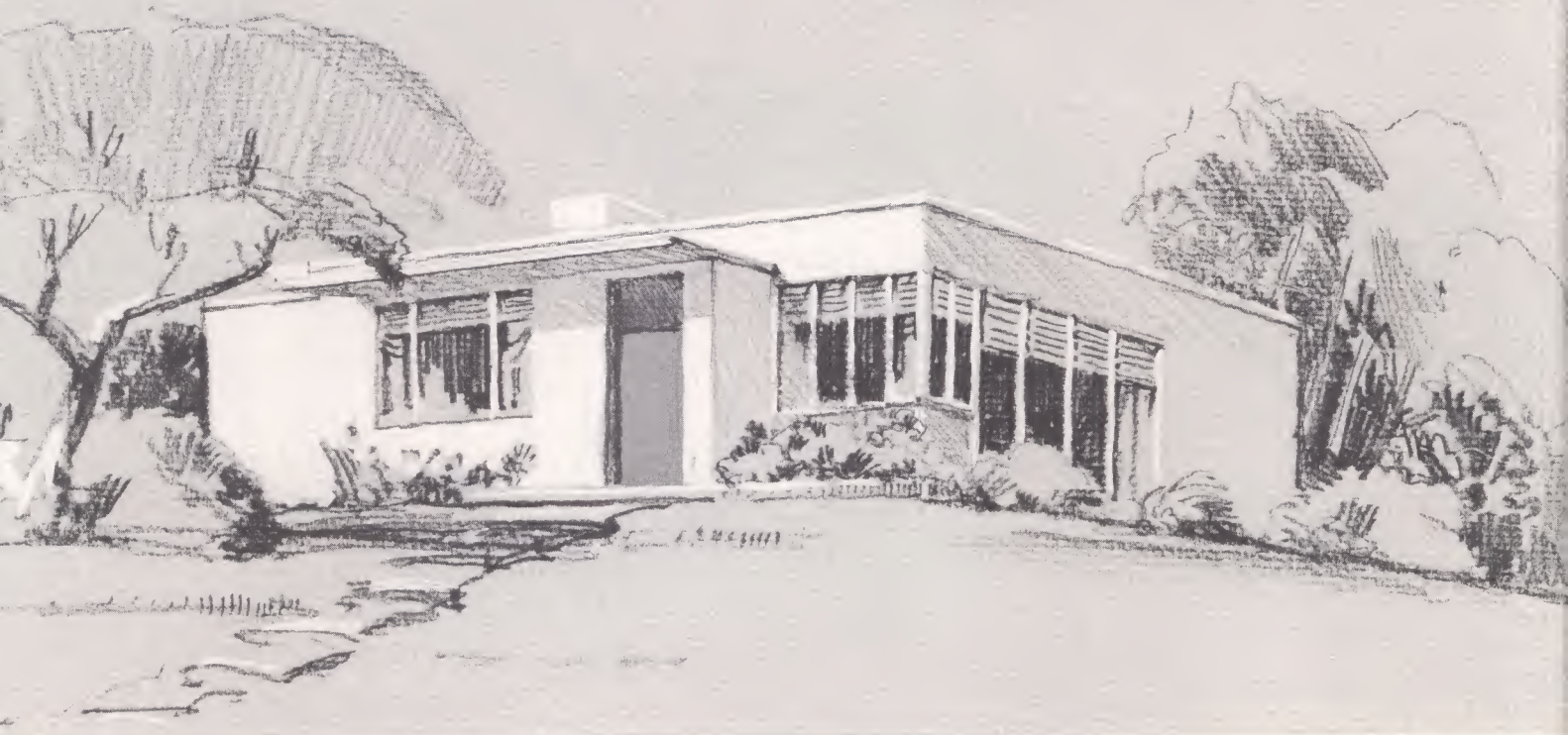
CEILING HEIGHT.....7'-6" or 8'-0"

CUBAGE15,015 cu. ft.

Approved design for a REGISTERED HOME

Approved for use under the Federal Home Building Service Plan, this design is eligible for the Certificate of Registration, provided the house is built with approved technical service and meets established requirements upon completion.

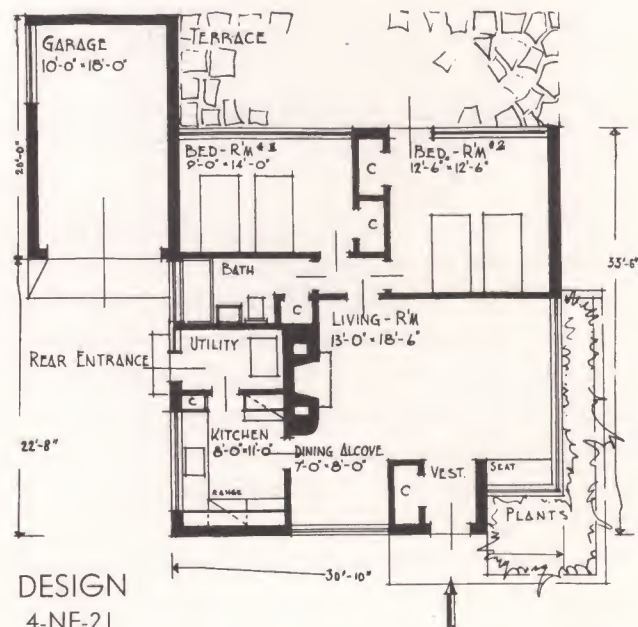
Designed by SAMUEL GLASER—Architect
162 Newbury St., Boston, Mass.



BROAD WINDOW AREAS— MODERN — BRIGHT — AIRY

CONSTRUCTION.....	Concrete masonry
EXTERIOR FINISH.....	Portland cement paint
CEILING HEIGHTS.....	Living room 8'-6"; Bedrooms and kitchen 7'-2"
CUBAGE.....	House 11,372 cu.ft.
	Garage 1,980 cu.ft.
	Total..... 13,352 cu.ft.

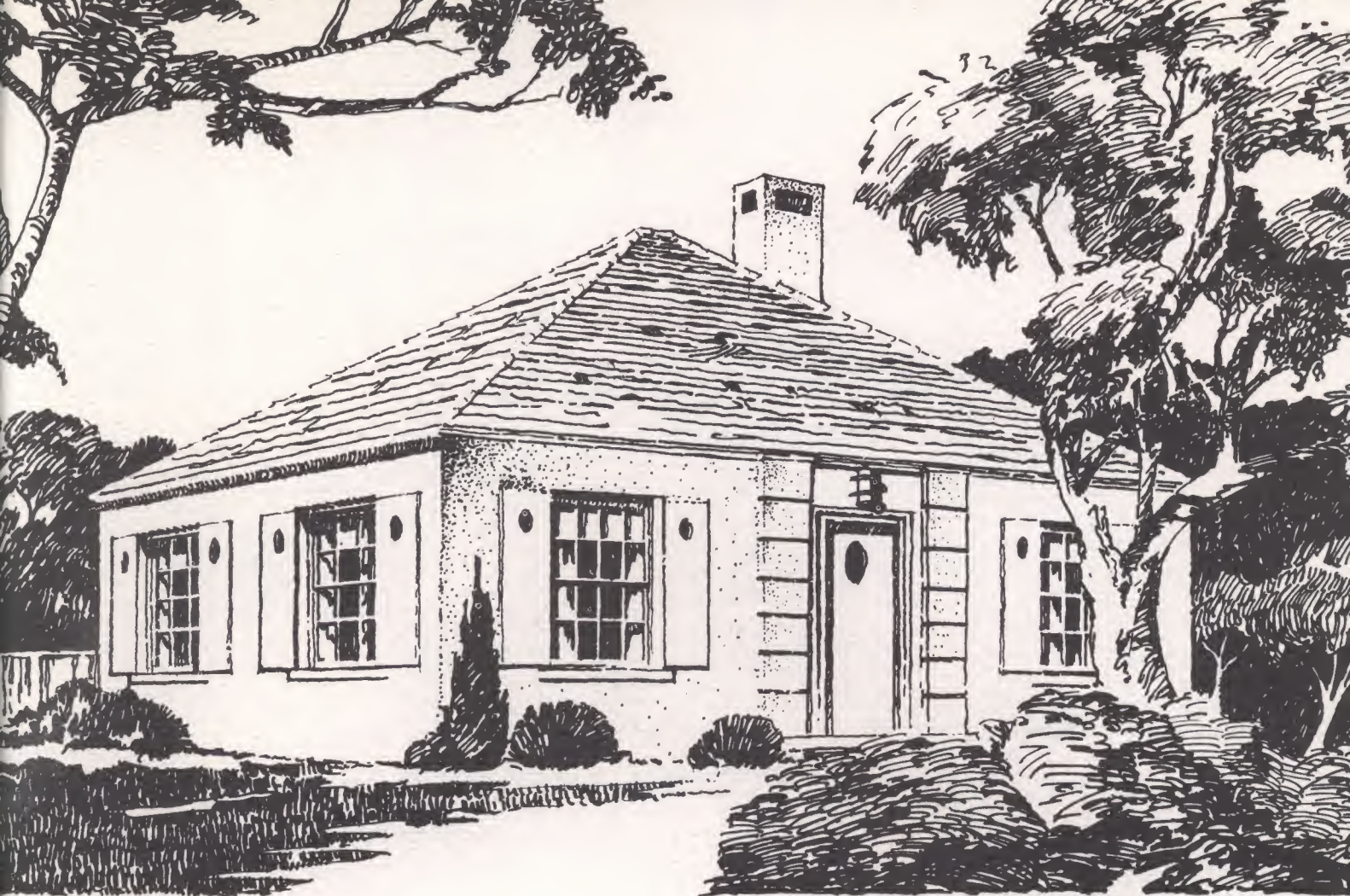
The modern feeling here is applied to a cellarless concrete masonry cottage, giving streamlined livability at lowest possible construction costs. The excellent proportions of this home permit it to be built in almost any setting. Wide window areas give ample light and ventilation to every room, all of which, even including the kitchen, have one wall mostly window. The dining alcove is deftly secluded from intrusion by visitors at mealtime. The French door in the master bedroom opens directly into the garden.



Approved design for a REGISTERED HOME

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*Designed by SAMUEL GLASER—Architect
162 Newbury St., Boston, Mass.*



A MODERN HOUSE OF CONCRETE CONSTRUCTION

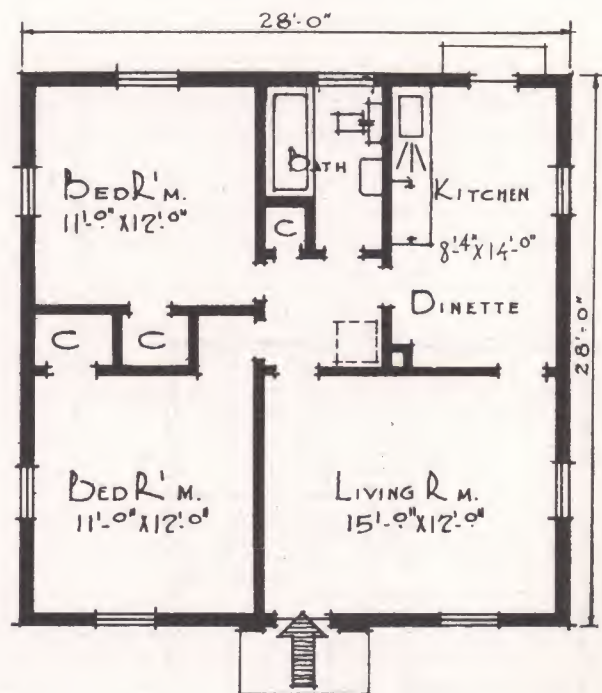
DESIGN
4-MS-04

CONSTRUCTIONConcrete masonry
EXTERIOR FINISH.....Portland cement paint
CUBAGE.....10,800 cu.ft.

The compact, square plan of this simple, modern design, built of concrete masonry units, offers maximum livability at minimum construction cost. It will fit comfortably on a narrow lot. The small, central hall provides access to any room without need for traversing another. All rooms are cross-ventilated, and wall space has been planned with an eye to furniture arrangement. Facilities for family dining are provided in the kitchen, and more formal meals can be served in the living room. There is room for a heater in the hall.

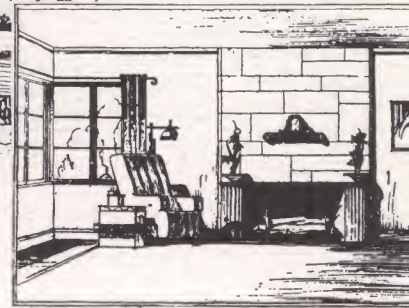
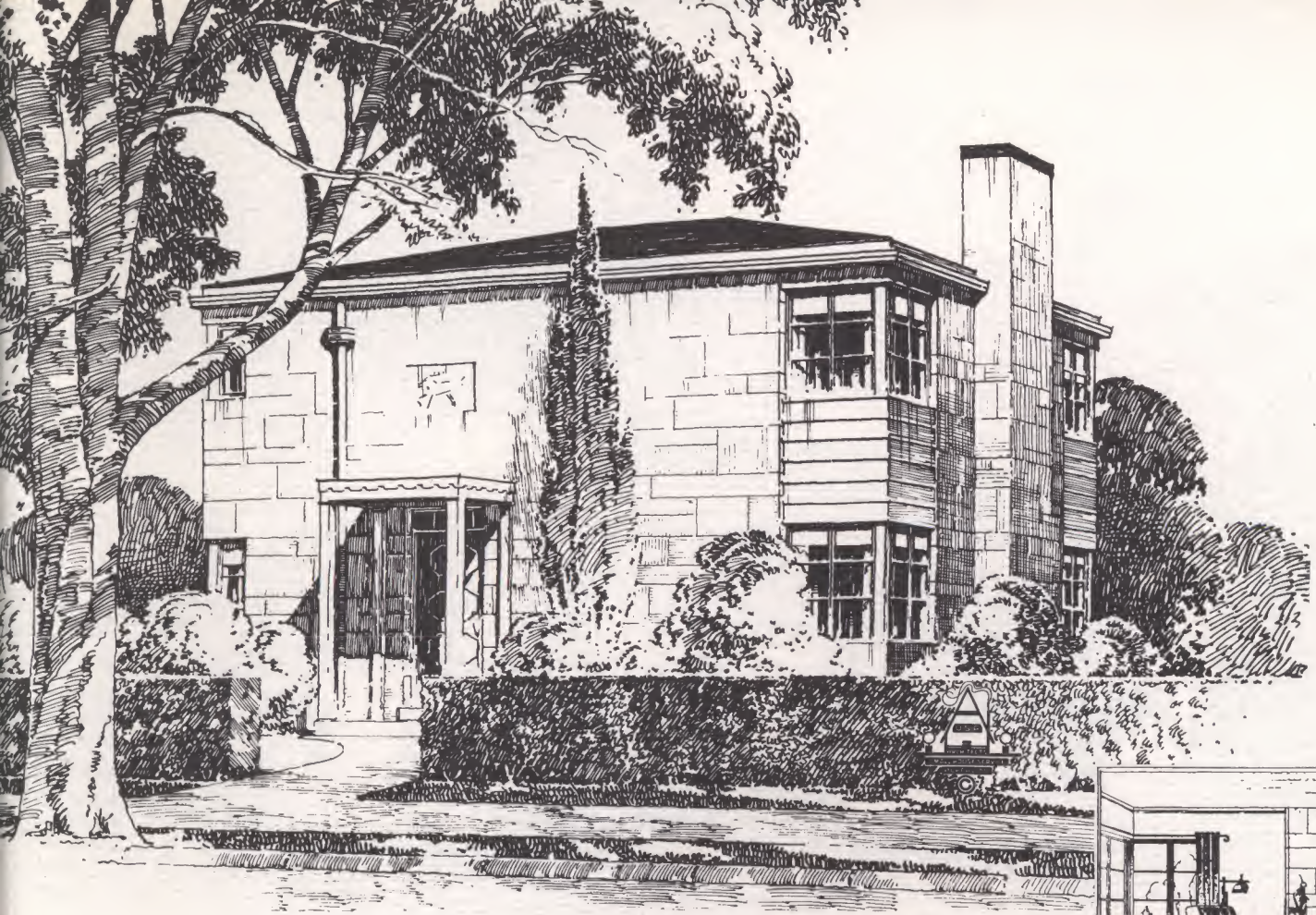
*Designed by ANKER F. HANSEN—Architect
60 N. Main St., Memphis, Tenn.*

Use permitted by the Memphis Small House Construction Bureau, Inc.

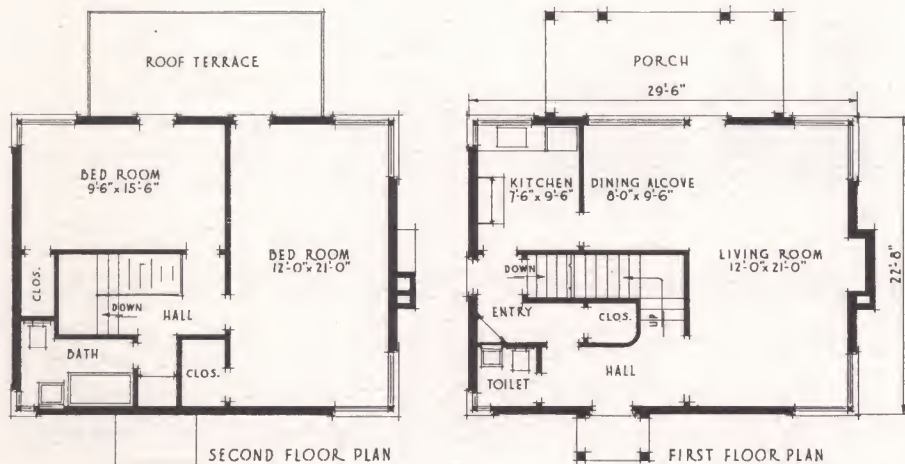


Approved design for a REGISTERED HOME

Approved for use under the Federal Home Building Service Plan, this design is eligible for the Certificate of Registration, provided the house is built with approved technical service and meets established requirements upon completion.



CONTEMPORARY DESIGN IN CONCRETE



CONSTRUCTION:

Concrete masonry walls; reinforced concrete floors; cement asbestos shingle roof

EXTERIOR FINISH..Portland cement paint

CEILING HEIGHTS.....1st fl. 8'-2"
2nd fl. 8'-0"

CUBAGE.....House14,171 cu.ft.
Basement 5,360 cu.ft.
Total.....19,531 cu.ft.

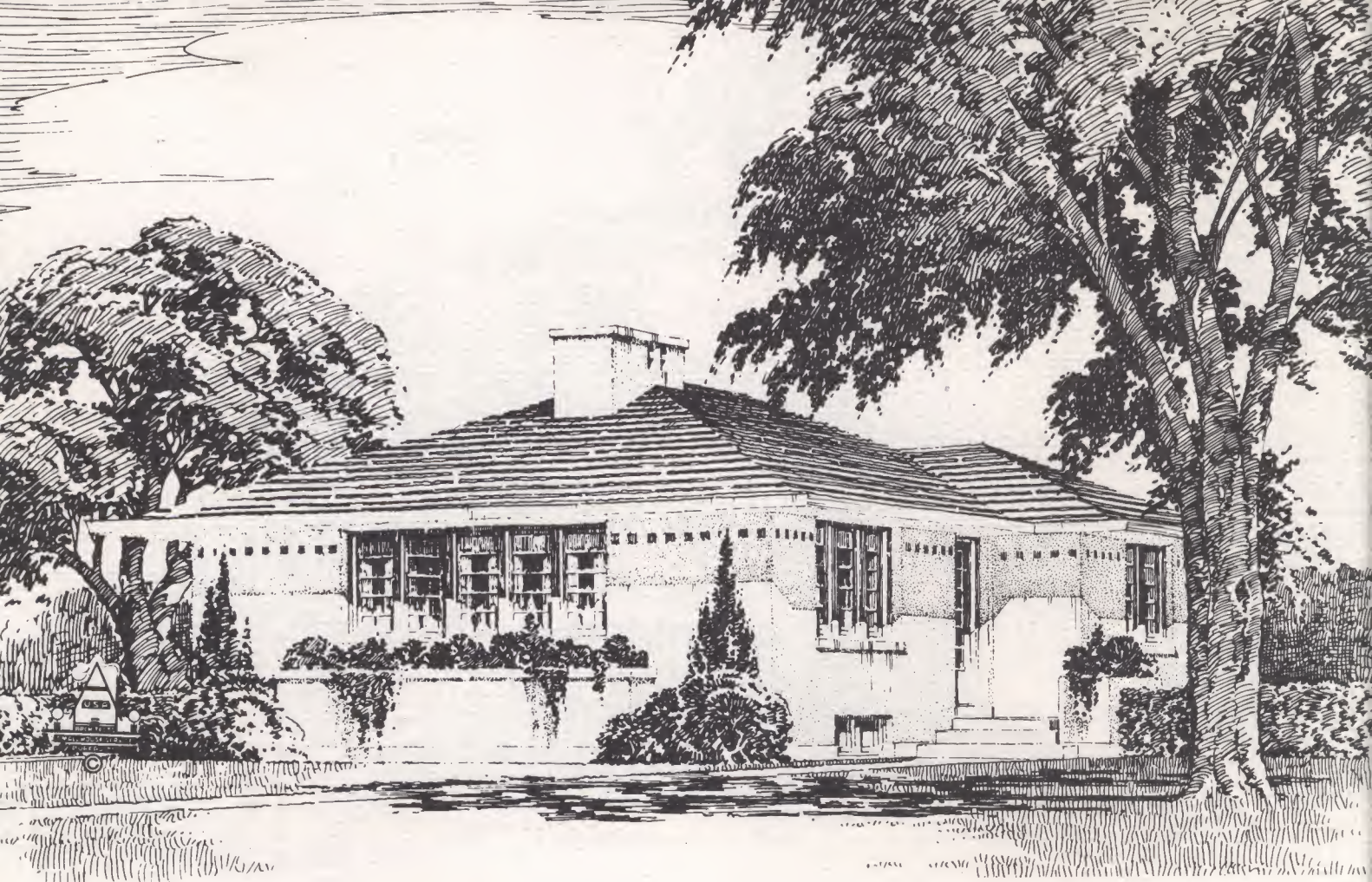
Approved design for a REGISTERED HOME

Approved for use under the Federal Home Building Service Plan, this design is eligible for the Certificate of Registration, provided the house is built with approved technical service and meets established requirements upon completion. Ask for details.

DESIGN 5-K-14

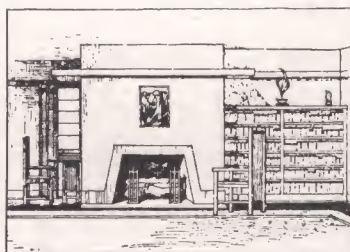
Though actually a small house, this modern home has unusually large rooms throughout. Each has a corner bay window, conserving wall space and allowing maximum light and ventilation. Special features are the downstairs lavatory, the gracefully designed entrance hall and staircase, and the dining alcove which easily can be expanded into a full-sized dining room by taking over the upper end of the living room when guests come to dinner. The compact kitchen is conveniently accessible to all parts of the house, including front entrance and stairways. While two very large bedrooms are shown here, an alternate three-bedroom scheme is provided.

Use permitted by ARCHITECTS' SMALL HOUSE SERVICE BUREAU, Inc.
38 So. Dearborn St., Chicago, Ill.



Approved design for a
REGISTERED HOME

Approved for use under the Federal Home Building Service Plan, this design is eligible for the Certificate of Registration, provided the house is built with approved technical service and meets established requirements upon completion. Ask for details.



CONSTRUCTION:

Concrete masonry walls; reinforced concrete floor; cement asbestos shingle roof

EXTERIOR FINISH:

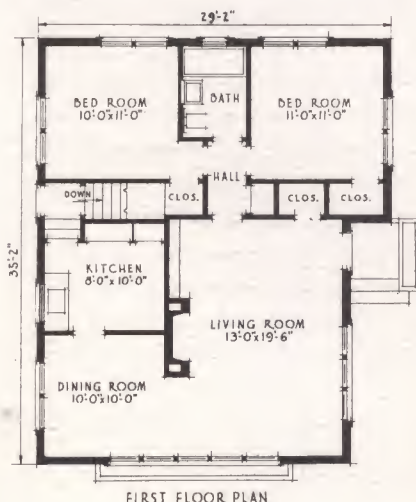
Portland cement stucco or portland cement paint

CEILING HEIGHT 8'-2"

CUBAGE.....House12,218 cu.ft.
Basement 4,820 cu.ft.

Total.....17,038 cu.ft.

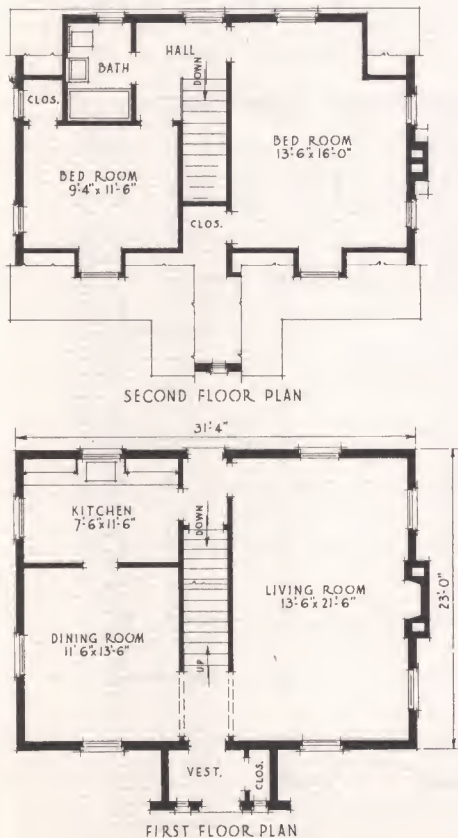
QUIET ELEGANCE DISTINGUISHES THIS CONCRETE COTTAGE



DESIGN
5-K-13

The wide, overhanging eaves of this cottage cast pleasing shadows as do the deep reveals at the openings, made possible by the thick wall construction. The low, concrete wall, which forms a flower box before the five-window unit, also is an effective feature of the exterior. The plan presents a long living room with the fireplace projecting to form a division screen between living and dining rooms. Conservation of space was the aim of the designer, and circulation expertly planned to make the bedrooms accessible from the front door without passing through the main part of the living room.

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38 So. Dearborn St., Chicago, Ill.



ENGLISH TYPE HOME OF CONCRETE MASONRY

The firesafeness of this story-and-a-half concrete house will appeal to many home builders. It is concrete from footings to roof. The exterior is in the English manner, with close-clipped eaves and peaked roofs. There is nothing here to go out of style, no unnecessary and expensive ornaments. The floor plan is a standard five-room layout that has stood the test of time.

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38 So. Dearborn St., Chicago, Ill.

DESIGN 5-K-1

CONSTRUCTION:

Walls—concrete masonry; floors—reinforced concrete; roof—cement asbestos shingles

EXTERIOR FINISH:

Portland cement stucco or portland cement paint

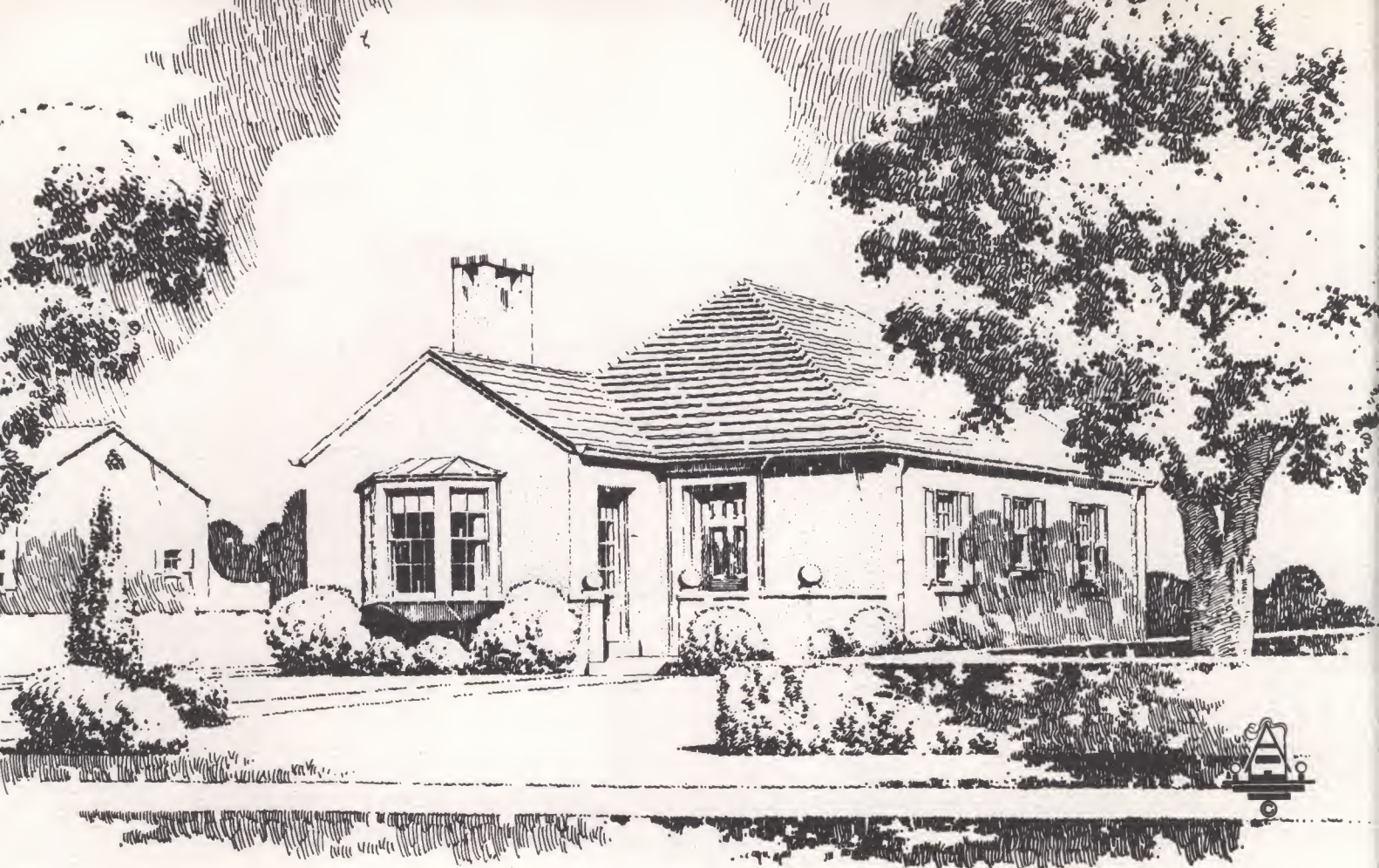
CEILING HEIGHTS.....1st fl. 8'-9"
2nd fl. 8'-6"

CUBAGE.....House13,601 cu.ft.
Basement 5,260 cu.ft.

Total.....18,861 cu.ft.

Approved design for a REGISTERED HOME

Approved for use under the Federal Home Building Service Plan, this design is eligible for the Certificate of Registration, provided the house is built with approved technical service and meets established requirements upon completion. Ask for details.



FIVE-ROOM CONCRETE MASONRY HOUSE FOR A NARROW LOT

Use permitted by
ARCHITECTS' SMALL HOUSE SERVICE BUREAU, Inc.
38 So. Dearborn St., Chicago, Ill.

CONSTRUCTION.....Concrete masonry walls; reinforced concrete floor;
roof of cement asbestos shingles

EXTERIOR FINISH.....Portland cement stucco or portland cement paint

CEILING HEIGHT.....8'-6"

CUBAGE.....House16,234 cu.ft.

DESIGN

5-K-5

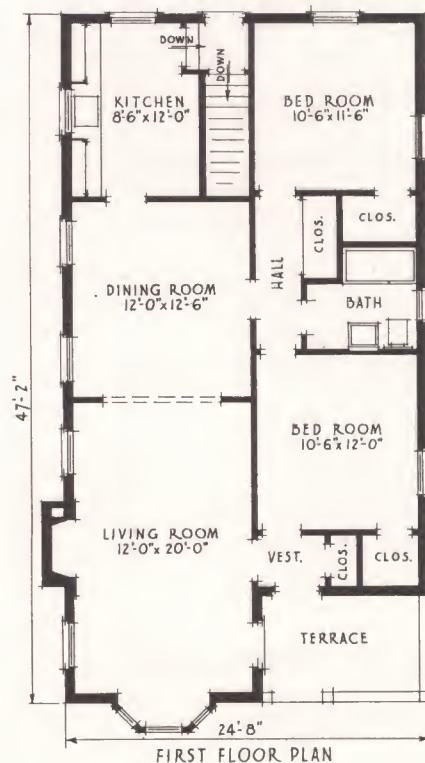
Basement 8,540 cu.ft.

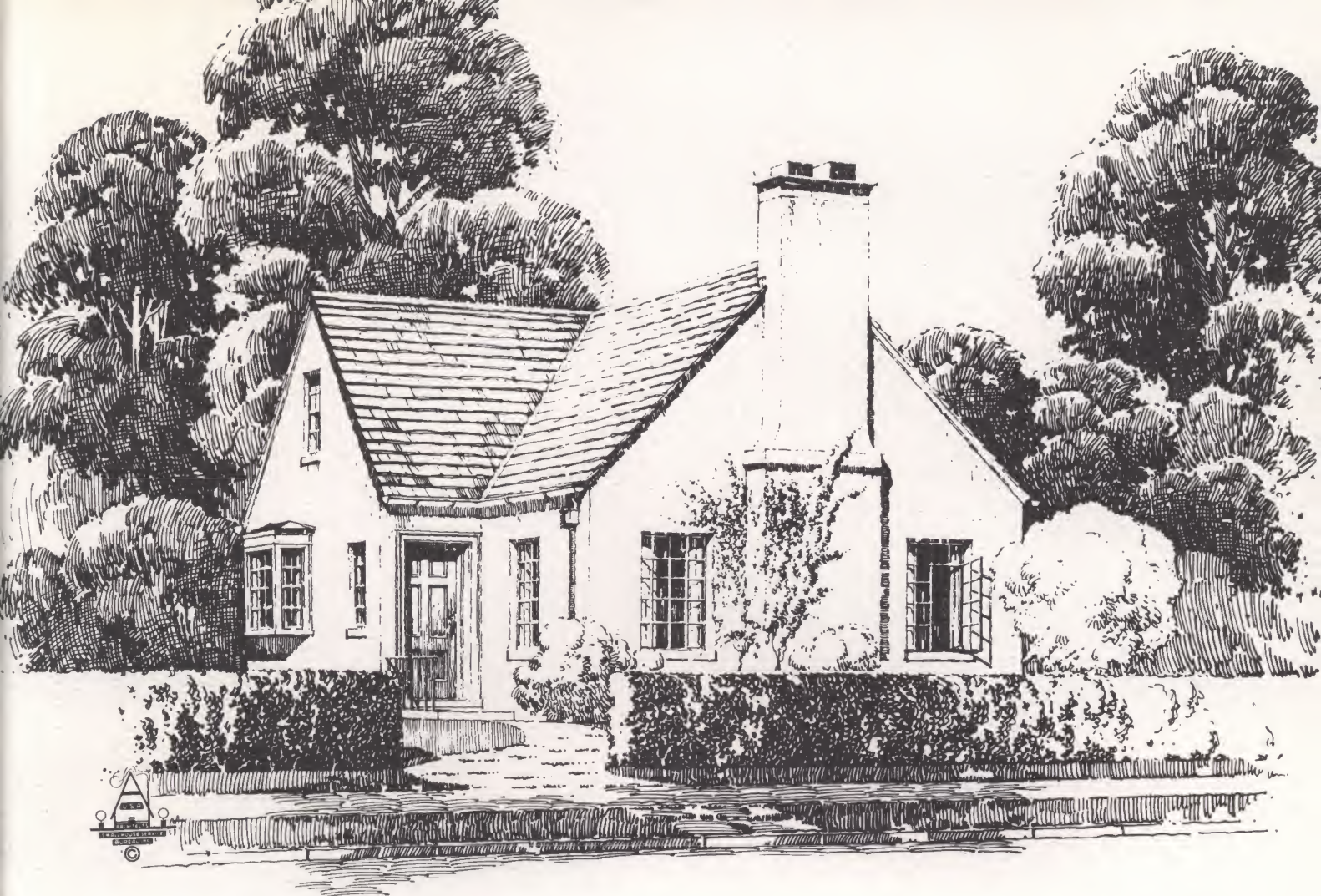
Total.....24,774 cu.ft.

A 35-foot lot would be sufficient for this narrow, deep house. The open terrace, bay window, and extension of the living room with its gabled roof somewhat lower than the main portion of the house are all factors which contribute to the beauty of the design. The plan is a standard arrangement with sleeping quarters on one side, and daytime rooms on the other. The kitchen is a convenient workroom with a generous allotment of counters, cupboards, and drawers. The basement offers ample space for a game room.

Approved design for a REGISTERED HOME

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FIVE-ROOM COTTAGE OF CONCRETE

For a corner lot, the entrance to this house may be placed at the side as indicated on the plan; for an inside lot, at the front as the illustration shows. Because of its narrow width and firesafe, masonry construction it is particularly well suited to use on a narrow lot in a closely built-up neighborhood. The broad, outside chimney, which dominates the exterior, is an interesting feature.

Approved design for a
REGISTERED HOME

Approved for use under the Federal Home Building Service Plan, this design is eligible for the Certificate of Registration, provided the house is built with approved technical service and meets established requirements upon completion. Ask for details.

DESIGN 5-K-7

CONSTRUCTION:

Concrete masonry walls; reinforced concrete floor; roof of cement asbestos shingles

EXTERIOR FINISH:

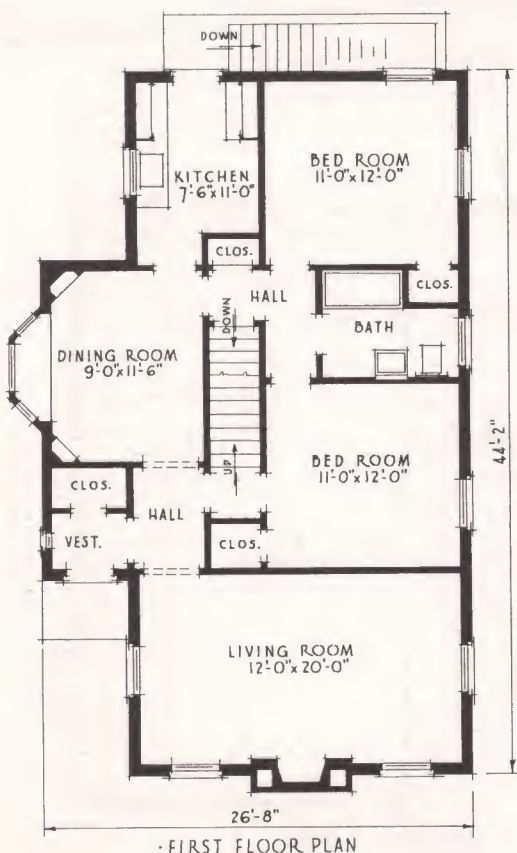
Portland cement stucco or portland cement paint

CEILING HEIGHT8'-6"

CUBAGE....House16,620 cu.ft.

Basement 8,430 cu.ft.

Total.....25,050 cu.ft.



Use permitted by ARCHITECTS' SMALL HOUSE SERVICE BUREAU, Inc.
38 So. Dearborn St., Chicago, Ill.



Approved design for a
REGISTERED HOME

Approved for use under The Registered Home Service, this design is eligible for the Certificate of Registration, provided the house is built with approved technical service and meets established requirements upon completion.

DESIGN
5-CH-5

DESIGN A

DESIGN B

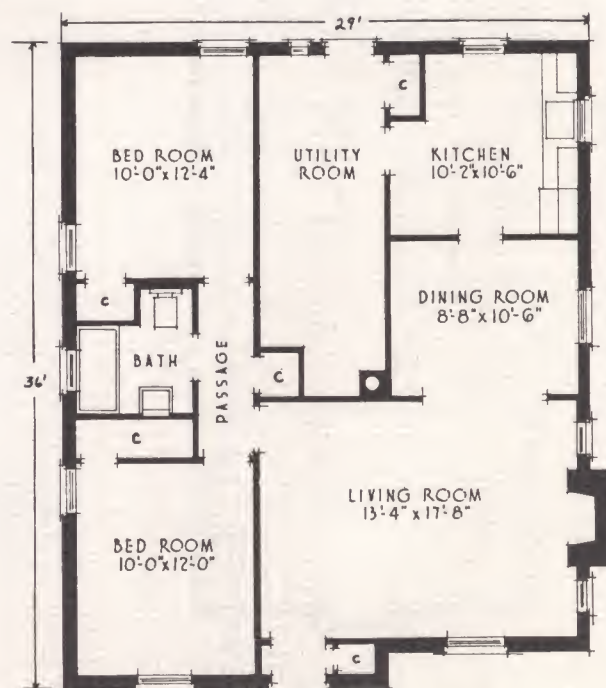


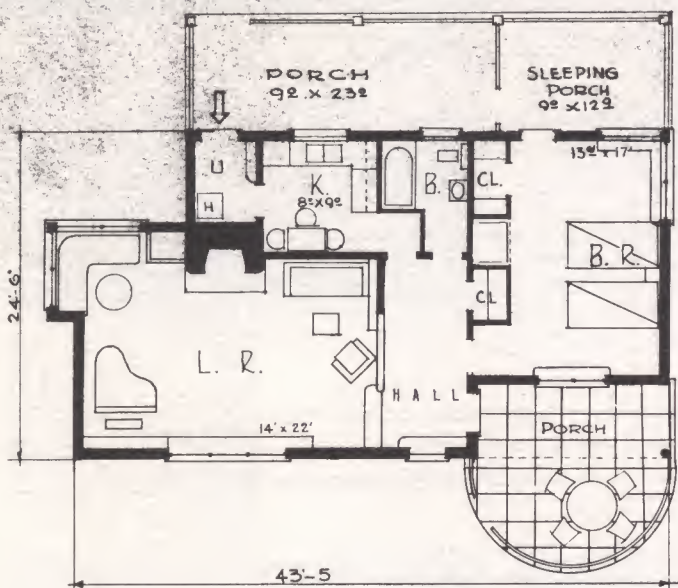
CONCRETE MASONRY HOUSE IN TWO VARIATIONS

CONSTRUCTION.....	Concrete masonry walls; reinforced concrete floor
EXTERIOR FINISH.....	Portland cement stucco
CEILING HEIGHT.....	8'-5½"
CUBAGE.....	Design A—14,313 cu.ft. Design B—15,595 cu.ft.

This attractive home was designed for a narrow lot, yet a broad effect is obtained by arrangement of wall and roof surfaces. The solid masonry construction results in definite advantages, chief of which are firesafeness, minimum depreciation, and low upkeep. Personal taste in color can be satisfied in the selection of roof shingles and shutters. The plan provides a comfortable and efficient room arrangement; and by raising the peak of the roof, as in Design B, space is gained in the second story for development of additional rooms at slight increase of cubage. If Design B is used, space for a permanent stair, opening on the passage opposite the bath, can be taken from the utility room without disturbing the basic plan. Convenient heating and laundry facilities are located next to the kitchen.

*Designed by WALTER E. WENDLAND—Architect
621 N. 29th St., Milwaukee, Wis.*





DESIGN
3-DC-40

PLANNED FOR EXPANSION

CONSTRUCTION.....Concrete masonry

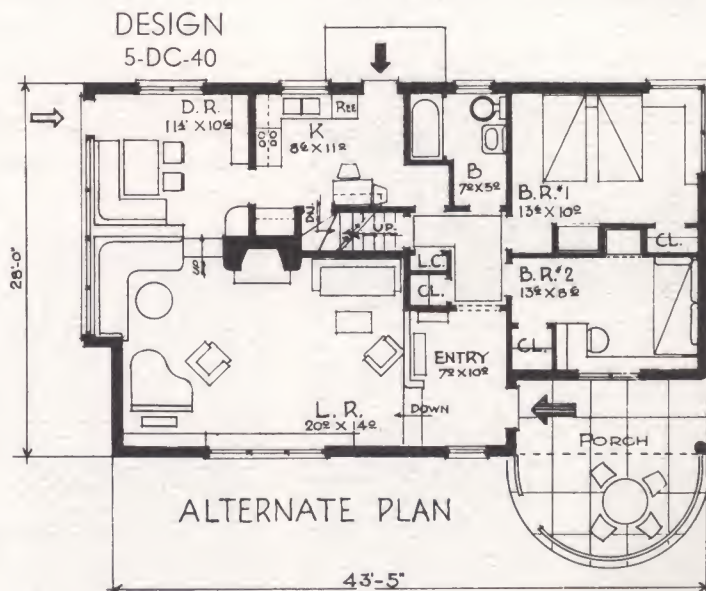
EXTERIOR FINISH:

Portland cement paint or portland cement stucco

CEILING HEIGHTS.....Living room 9'-0"
Balance 8'-0"

CUBAGE13,342 cu.ft.

ALT. PLAN.....19,630 cu.ft.



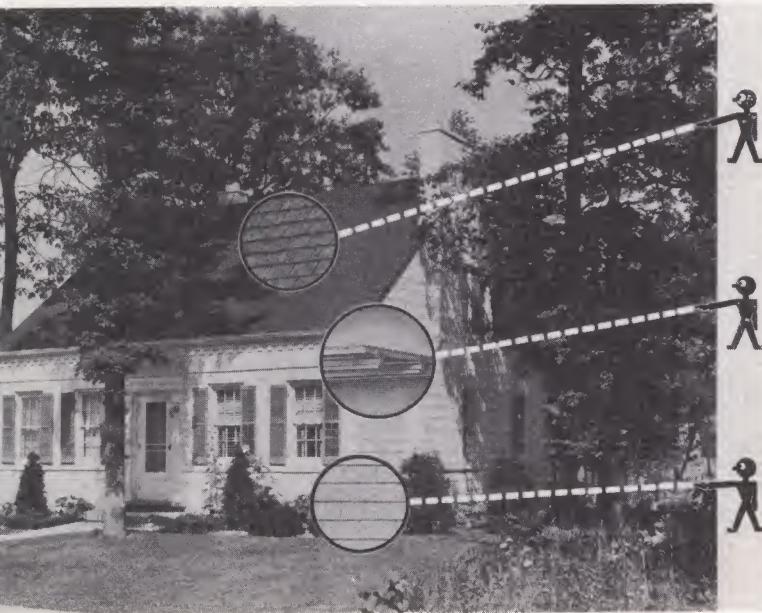
Modern in design and suitable for a narrow lot, this house is planned with an eye to future needs; a second floor may be added with few changes. (Design No. 6-DC-41.) Alternate plans of a three-room and a five-room house are offered. A second bedroom and a dining room are added in the latter. Cubage does not include a basement in either plan. However, a partial basement may be added under the kitchen of the five-room design, or the heater may be placed in the space shown as stairs. In the five-room house, open railings lend continuity to the space of sunken living room, dining room and entry. The stairway "up" leads to the roof deck, open to sun and air on all sides.

Designed by ADOLF K. N. WATERVAL — Architect — R.F.D. 2, Alexandria, Va.

Approved design for a REGISTERED HOME
Approved for use under the Federal Home Building Service Plan, this design is eligible for the Certificate of Registration, provided the house is built with approved technical service and meets established requirements upon completion.

HERE'S WHERE A CONCR

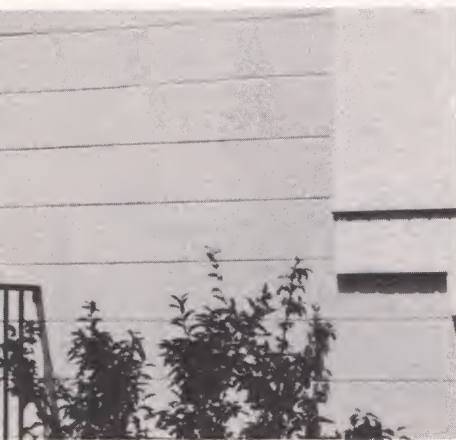
CONCRETE walls, floors and roof make the firesafe house, but there are several methods of producing each of these to meet personal and architectural requirements.



FIRESAFE ROOF—that protects against sparks and flames, that resists the wear of sun, rain and snow. Pitched roofs are made firesafe with a covering of cement-asbestos shingles or concrete tile. For flat roofs, any type of standard reinforced concrete construction is firesafe.

CONCRETE FLOORS—the greatest factor in limiting the spread of flames originating within a house. These floors are rigid, sagproof, comfortable, with the strength of floors in modern hotels and large apartments. They are warm and dry. For floor finish, select any floor covering desired—hardwood, carpeting, linoleum, rubber tile, terrazzo or colored concrete marked off in patterns—and place it on firesafe concrete subfloors.

CONCRETE MASONRY WALLS—durable, substantial, attractive. For charm and individuality, there are scores of different wall finishes—patterned masonry, textured portland cement stucco, colored cement paint and molded detail. Concrete walls are strong, wear-proof, firesafe.

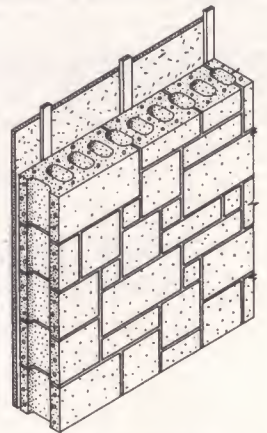


Tooled horizontal masonry joints—vertical joints obscured by striking flush and rubbing.

CONCRETE MASONRY WALLS

Probably the most popular type of concrete masonry wall in present use is the regular coursed masonry wall, suitable to both period and modern styles of architecture. Here the insulation is furred out from the inside wall face to make familiar plaster walls. The exterior may be overcoated with any of a number of portland cement stucco textures, or given a finish of portland cement paint in a choice of colors.

For variation, some people prefer random ashlar patterns in concrete masonry. These are produced by laying up various sizes of units in patterns. Paint on the exterior produces a charming finish.



Concrete masonry wall in random ashlar pattern; furred, lathed and plastered.

Some of the various patterns in painted masonry



Random Ashlar



Coursed Ashlar



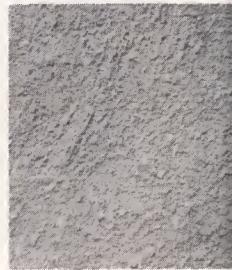
Plain Ashlar



English Cottage



Italian

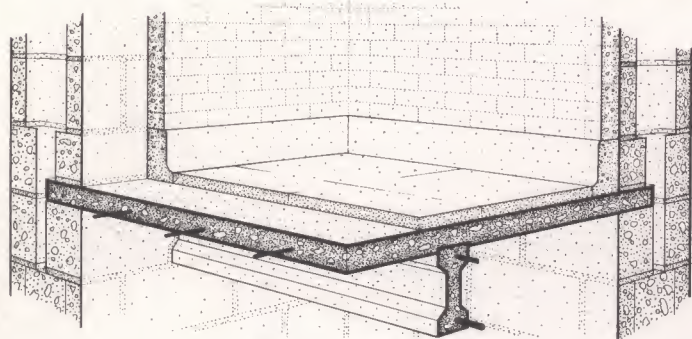


Spatter Dash

Some of the attractive stucco textures commonly used

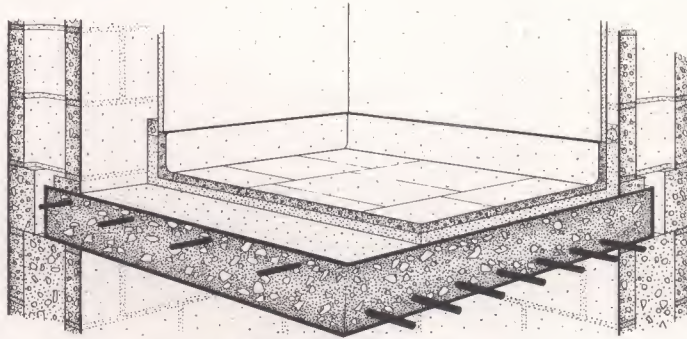
ETE HOUSE IS SUPERIOR

CONCRETE FLOORS



Precast joist floor

The joists may be exposed, if desired, as a beamed ceiling, made charming by painting or staining. The floor slab becomes an excellent base for any type of floor finish—carpeting, hardwood, linoleum, tile, composition or terrazzo.



Solid slab floor

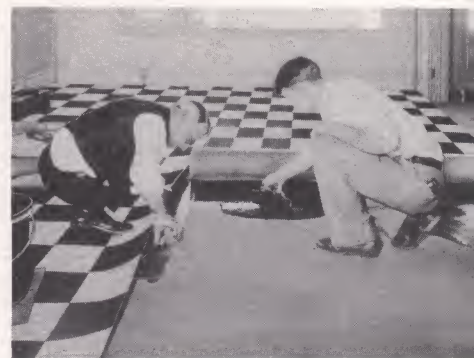
The solid slab floor provides a flat ceiling which may be plastered directly or decorated by painting. The tile and joist floor is among other methods of building concrete floors. Any kind of floor finish may be applied over these floors.



Concrete masonry foundations with concrete joist floors.



Placing wood finish on a concrete subfloor.



Linoleum is easily applied to a concrete floor.

A "CREAK-PROOF" HOUSE—Creaks are caused by warped and swelling structural members such as floor boards and wall studs that spread and strain out of posi-

tion. A reinforced concrete floor, anchored firmly to concrete walls, never sags, never swells, never gets out of line. There's nothing to stretch, rub or squeak.



Blocks of polished hardwood cemented to concrete floor.



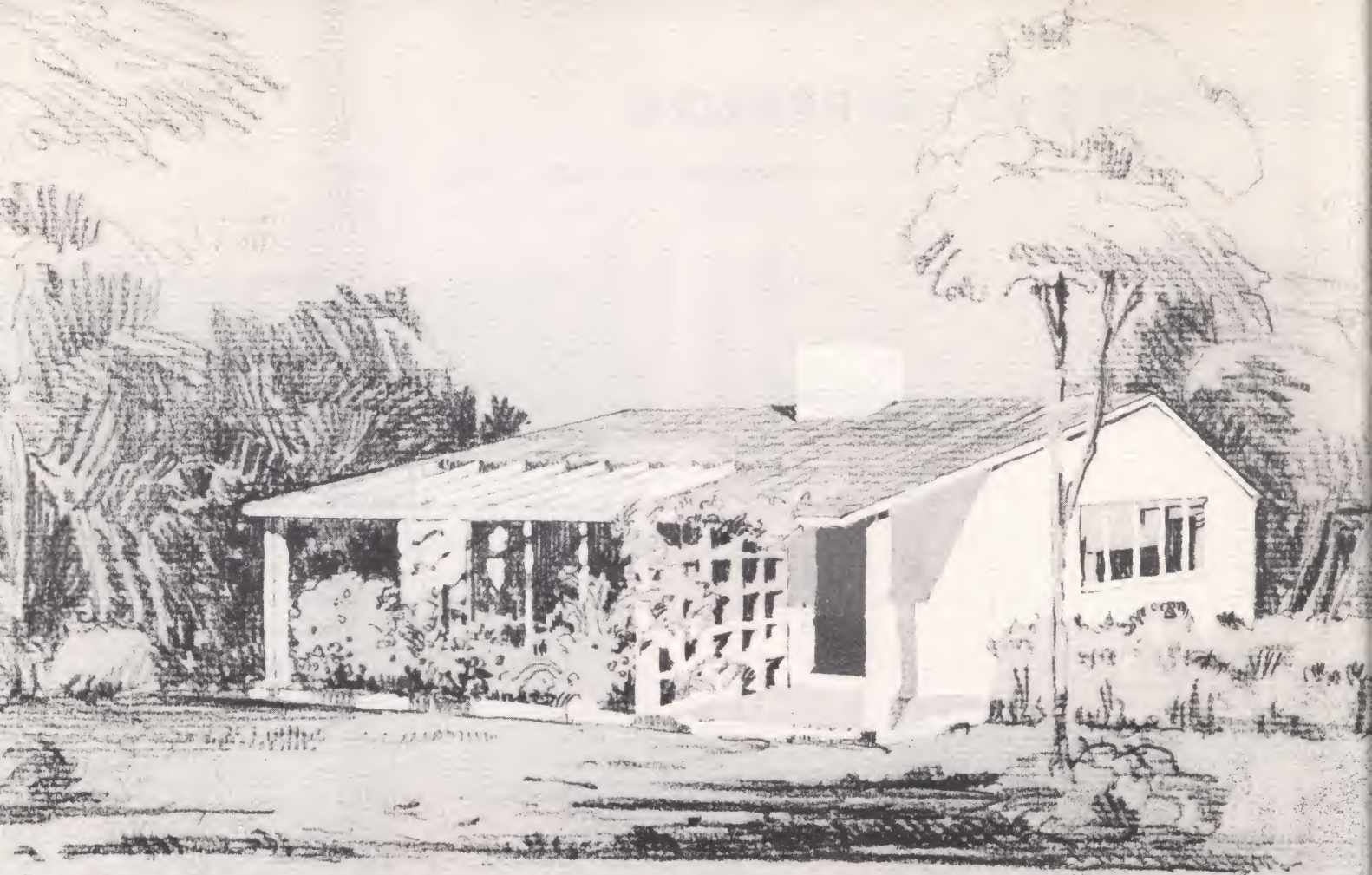
Colorful rugs or over-all carpeting placed over concrete produce warm, beautiful floors.



Colored concrete floor finish marked off.

TERMITES CAN'T HARM CONCRETE HOUSES. There is no cellulose in concrete, and therefore nothing for termites to eat. The best way to insure fine wood finishes in homes is

to protect them with concrete foundation, floors and exterior walls. They are the best known barriers against termite ravishment.



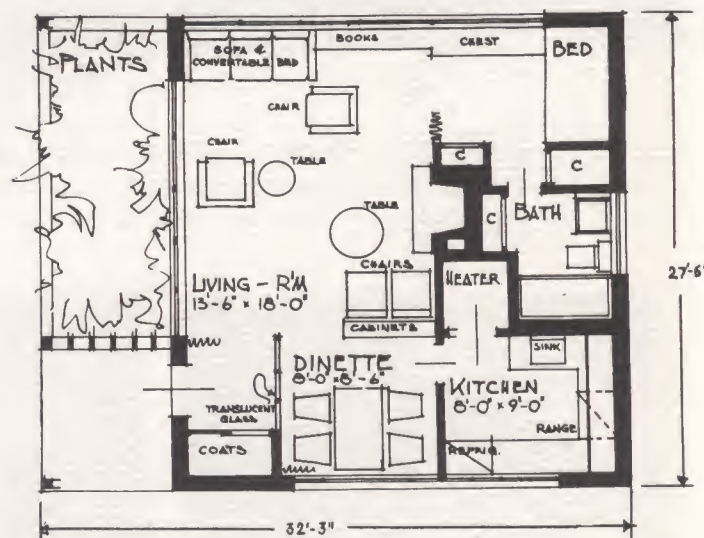
THREE-ROOM COUNTRY COTTAGE

At first sight a one-room, out-of-door summer home for a bachelor or a couple, this thoughtfully planned cottage is equally satisfactory for year-round living. Full advantage has been taken of materials such as glass and concrete, which are especially desirable for country construction where fire protection is likely to be insufficient. The treatment of the fireplace-heater area is unusually well-planned, both using the same flue, and the two ample closets turn the side and back of the fireplace to good use. Much of the furniture is built-in — bed, sofa, chest, and so on.

Approved design for a REGISTERED HOME

Approved for use under the Federal Home Building Service Plan, this design is eligible for the Certificate of Registration, provided the house is built with approved technical service and meets established requirements upon completion.

*Designed by SAMUEL GLASER—Architect
162 Newbury St., Boston, Mass.*



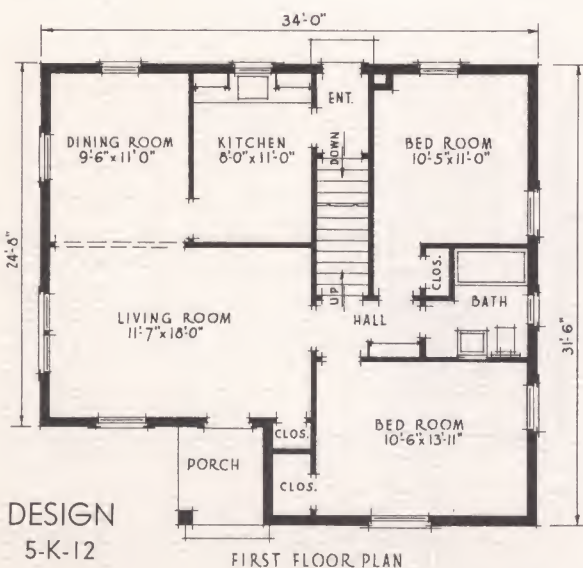
DESIGN
3-NE-12

CONSTRUCTION....Concrete floor and concrete masonry walls
EXTERIOR FINISH.....Portland cement paint
CEILING HEIGHT.....8'-6" average
CUBAGE.....7,425 cu.ft.



PENNSYLVANIA DUTCH STYLE COTTAGE HUGS THE GROUND

CONSTRUCTION.....	Concrete masonry walls; reinforced concrete floor; cement asbestos shingle roof
EXTERIOR FINISH.....	Portland cement stucco or portland cement paint
CEILING HEIGHTS.....	1st fl. 8'-6"; 2nd fl. 8'-3"
CUBAGE.....	House 12,770 cu.ft. Basement 7,170 cu.ft.
	Total..... 19,940 cu.ft.

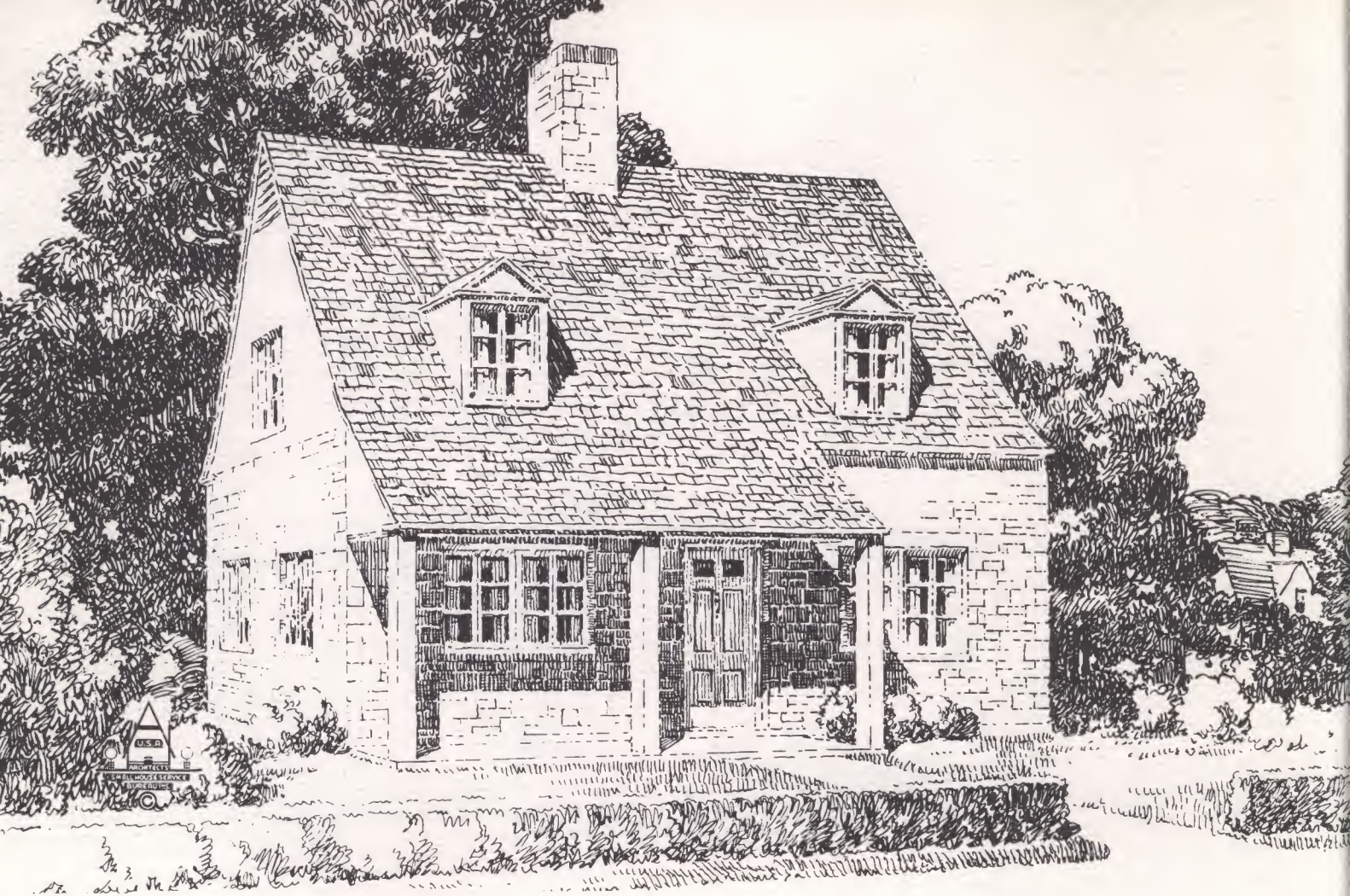


This low-lying cottage with its widespread roof would be delightful in a hilly setting. The two dormers save the roof from monotony. Although the walls are low, adding to the nestling appearance of the house, provision is made for future expansion in the attic where two additional bedrooms can be finished at any time. Separately, the living room and dining room would be only moderate size, but combined to form one large area separated only by a wide, graceful arch, the effect is one of spaciousness.

Approved design for a REGISTERED HOME

Approved for use under the Federal Home Building Service Plan, this design is eligible for the Certificate of Registration, provided the house is built with approved technical service and meets established requirements upon completion. Ask for details.

Use permitted by ARCHITECTS' SMALL HOUSE SERVICE BUREAU, Inc.
38 So. Dearborn St., Chicago, Ill.



SMALL, TWO-STORY HOUSE DESIGNED FOR CONCRETE MASONRY

Concrete masonry construction with its advantages of fire resistance, low upkeep, and fine appearance has been employed here in a house of modest size, in a style adaptable to any section of the country. The front porch—here an integral part of the structure—adds to the appearance of the exterior. The rooms, comfortably sized, all have good light and cross-ventilation. Floor space has been conserved by placing the stairs at the end of the living room. The labor-saving kitchen arrangement provides space for serving occasional meals.

Approved design for a
REGISTERED HOME

Approved for use under the Federal Home Building Service Plan, this design is eligible for the Certificate of Registration, provided the house is built with approved technical service and meets established requirements upon completion. Ask for details.

DESIGN 5-K-11

CONSTRUCTION:

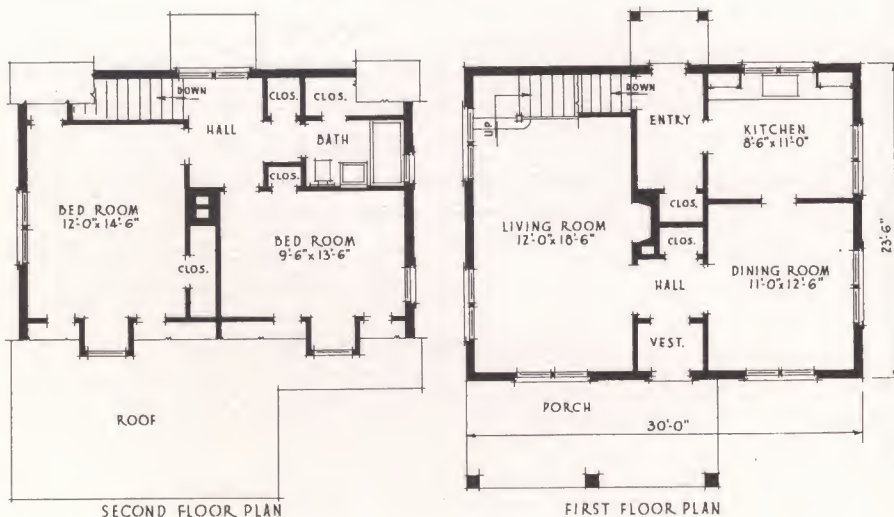
Concrete masonry walls; reinforced concrete floor;
cement asbestos shingle roof

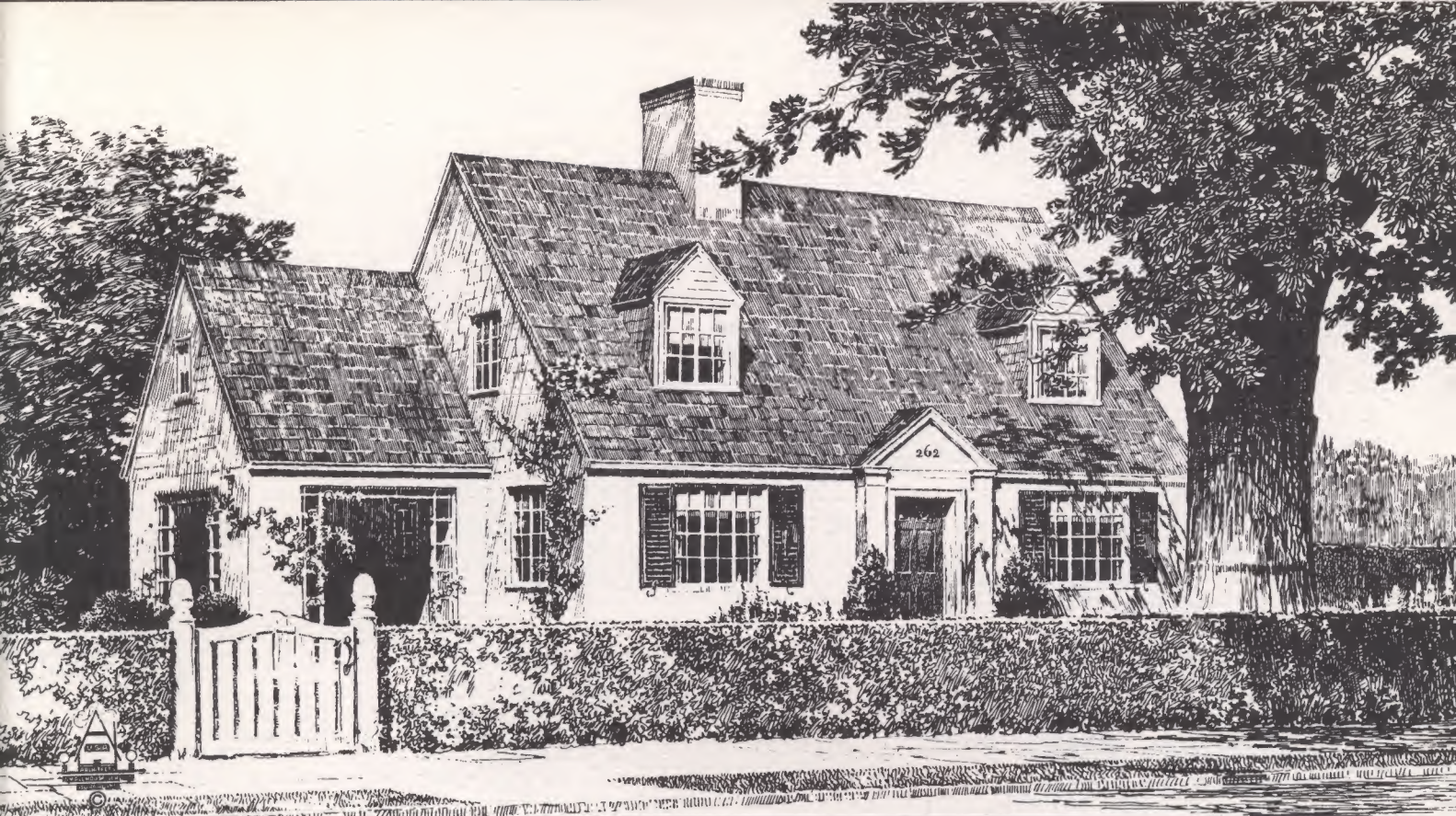
EXTERIOR FINISH.....Portland cement paint

CEILING HEIGHTS.....1st fl. 8'-8"; 2nd fl. 8'-6"

CUBAGE.....House12,375 cu.ft.
Basement 5,440 cu.ft.

Total.....17,815 cu.ft.





FIVE-ROOM CAPE COD COLONIAL HOUSE

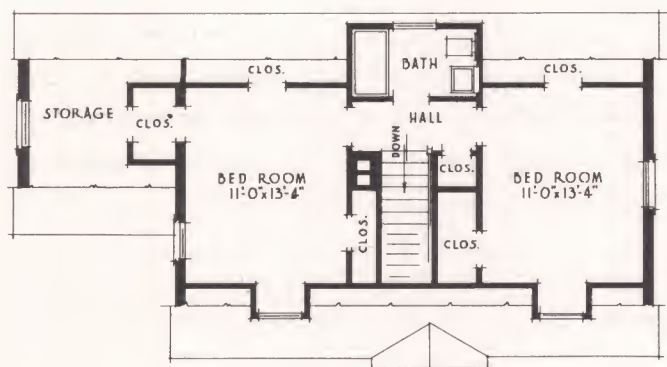
There is no basement to this house. It is intended to be heated by a heater in the kitchen. The first-floor bedroom may be connected to the kitchen and used as a dining room if desired. The porch may be omitted to reduce costs.

Use permitted by ARCHITECTS' SMALL HOUSE SERVICE BUREAU, Inc.
101 Tremont St., Boston, Mass.

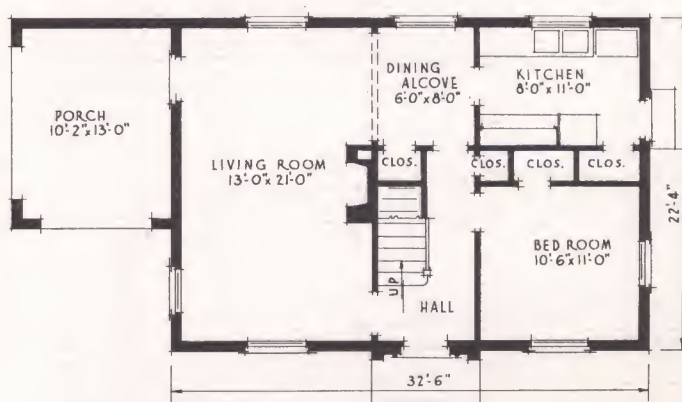
DESIGN 5-G-4

CONSTRUCTION	Concrete masonry
EXTERIOR FINISH	Portland cement paint
CEILING HEIGHTS	1st fl. 7'-6"; 2nd fl. 7'-6"
CUBAGE	House 13,164 cu.ft.
	Porch 970 cu.ft.
	Total 14,134 cu.ft.

Approved design for a REGISTERED HOME
Approved for use under the Federal Home Building Service Plan, this design is eligible for the Certificate of Registration, provided the house is built with approved technical service and meets established requirements upon completion.



SECOND FLOOR PLAN



FIRST FLOOR PLAN

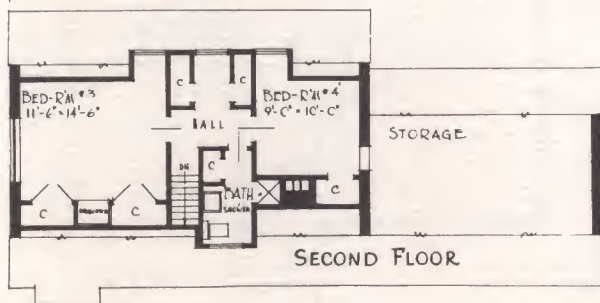
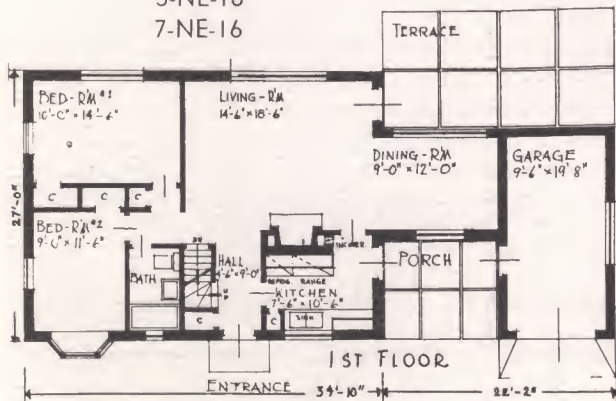


MASONRY HOME DESIGNED FOR EXPANSION

DESIGN

5-NE-16

7-NE-16



CONSTRUCTION	Concrete masonry
EXTERIOR FINISH	Portland cement paint
CEILING HEIGHTS	1st fl. 7'-6" or 8'-0"; 2nd fl. 7'-6"
CUBAGE	House 20,751 cu.ft.
	Garage and Porch..... 3,720 cu.ft.
	Total..... 24,471 cu.ft.

You can make this house grow as your family grows. Start it off with the first-floor rooms alone, including the garage, and you can house four persons comfortably. Then, as your needs increase and your budget permits, you can add the two bedrooms and the bath on the second floor. The addition will be at low cost, too, since the complete exterior construction is done in building the first part of the house. In either stage, you will have a completely-equipped and livable home.

Approved design for a REGISTERED HOME

Approved for use under the Federal Home Building Service Plan, this design is eligible for the Certificate of Registration, provided the house is built with approved technical service and meets established requirements upon completion.

*Designed by SAMUEL GLASER—Architect
162 Newbury St., Boston, Mass.*



FLORIDA HOME DESIGNED FOR CONCRETE CONSTRUCTION

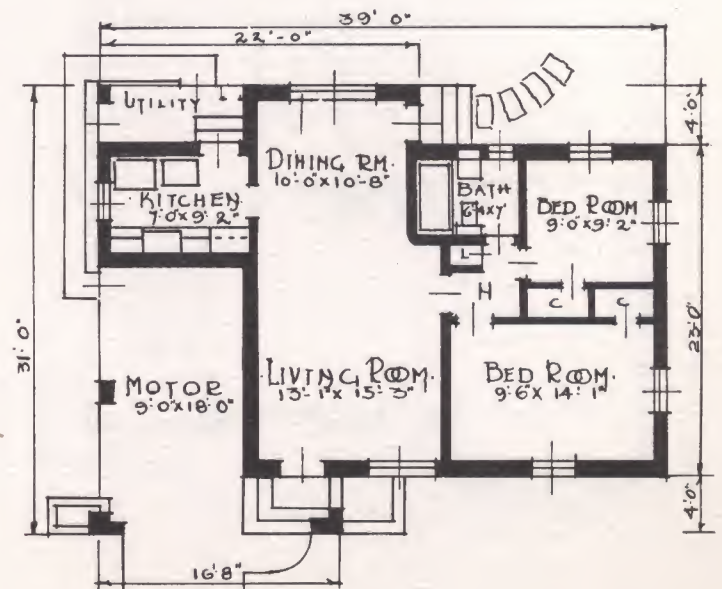
DESIGN 5-FL-39

CONSTRUCTION.....Concrete masonry
EXTERIOR FINISH.....Portland cement stucco
CEILING HEIGHT.....8'-4"
CUBAGE.....11,975 cu.ft.

This low-slung house is designed to meet the requirements of a tropical climate. Bedrooms and kitchen are cross-ventilated, while the full opening between dining and living rooms permits through ventilation. The sides of the auto shelter are left open as a measure of economy. Access to the auto shelter is protected by an extension of the roof. A lot of living is packed into small space here.

Approved design for a REGISTERED HOME

Approved for use under The Registered Home Service, this design is eligible for the Certificate of Registration, provided the house is built with approved technical service and meets established requirements upon completion.



Designed by HENRY P. WHITWORTH—Architect
322½ S. W. 17th Ave., Miami, Fla.

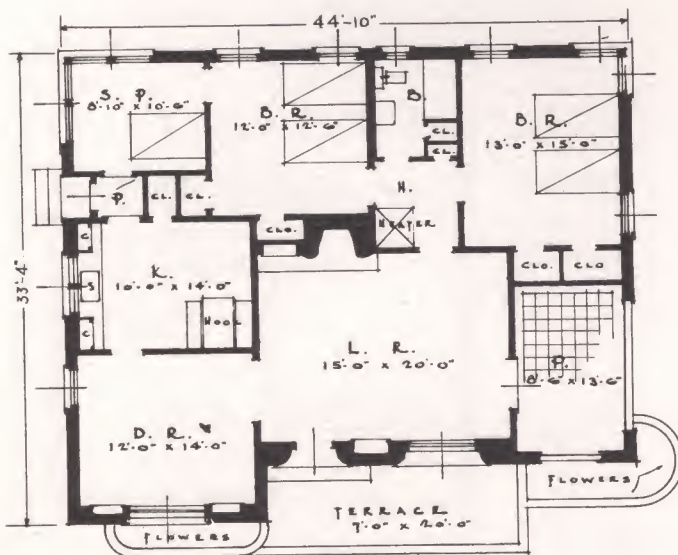


DESIGN
5-FL-C4

CONSTRUCTION.....Concrete masonry
EXTERIOR FINISH:
Portland cement paint on portland cement
stucco
CEILING HEIGHT.....8'-6"
CUBAGE.....15,550 cu.ft.

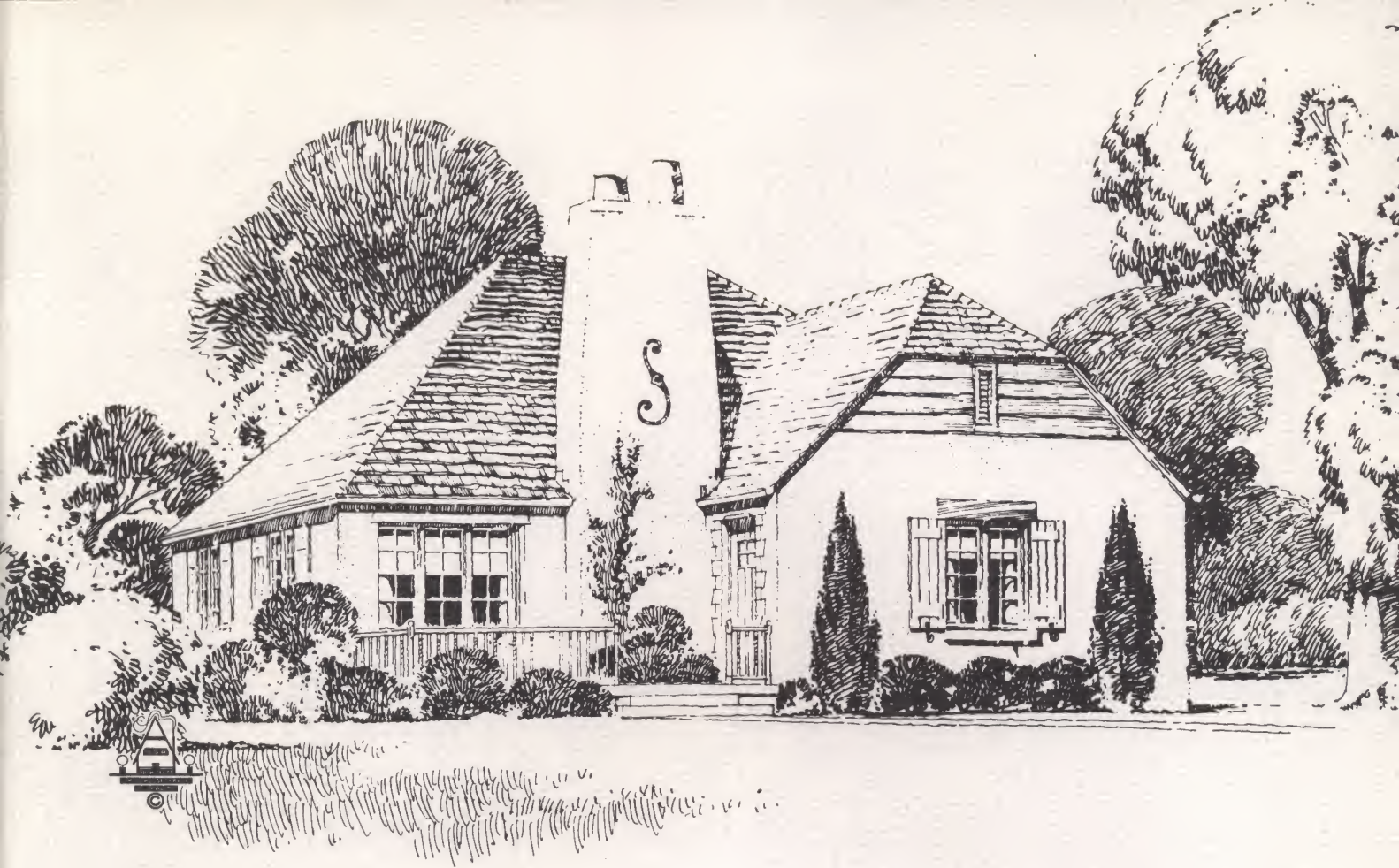
PAINTED STUCCO AND CONCRETE MASONRY

A small house reminiscent of Spanish Colonial architecture, incorporating a feature of modern design (the curving of the wall surfaces at the door and window jambs) to give individuality to an otherwise conventional exterior. An original and attractive touch is also provided by the flower beds in the front. The plan is compact and well arranged, a desirable feature being the two porches, one in the rear for sleeping. Good light and ventilation are assured by the wide casement windows. The large, well-located closets are supplemented by attic storage space. Even and adequate distribution of heat is obtained by centering the heating unit.



Designed by IVAN H. SMITH—Architect
1202 Barnett Bank Bldg., Jacksonville, Fla.

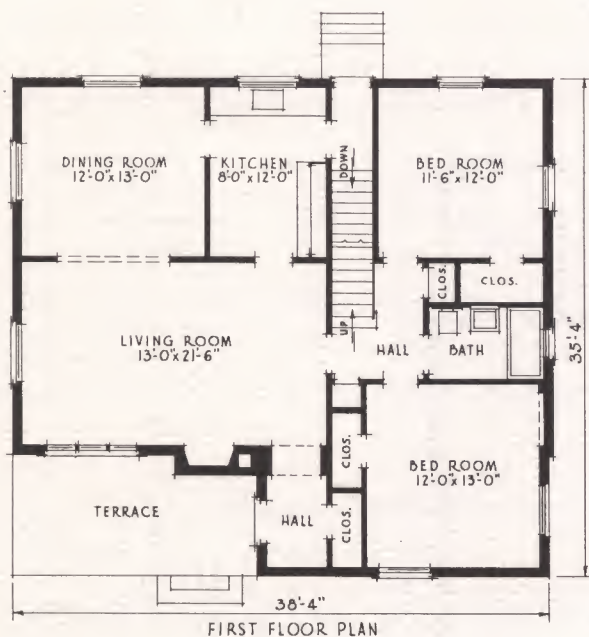
Approved design for a REGISTERED HOME
Approved for use under the Federal Home Building Service
Plan, this design is eligible for the Certificate of Registration,
provided the house is built with approved technical service
and meets established requirements upon completion.



ECONOMICAL FIVE-ROOM DWELLING OF CONCRETE

Here is a charming novelty in design—a wide chimney wall which defines and actually is a part of the entrance. With a house such as this, where the roof must be high enough to emphasize the best qualities of the architecture, much space is gained in the attic. The stairway leading to the attic suggests the possibility of developing additional rooms. Interior walls may be plastered, but there is a splendid opportunity to leave the concrete walls exposed in random ashlar patterns:

DESIGN 5-K-2



Approved design for a REGISTERED HOME

Approved for use under the Federal Home Building Service Plan, this design is eligible for the Certificate of Registration, provided the house is built with approved technical service and meets established requirements upon completion. Ask for details.

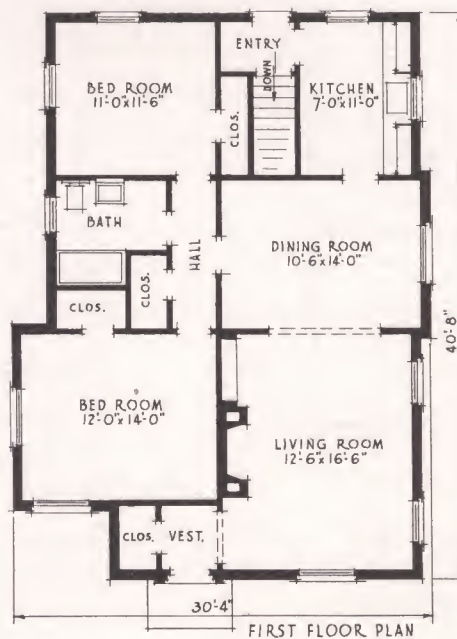
Use permitted by ARCHITECTS' SMALL HOUSE SERVICE BUREAU, Inc.
38 So. Dearborn St., Chicago, Ill.

CONSTRUCTION.....	Concrete masonry walls; concrete floor
EXTERIOR FINISH.....	Portland cement stucco or portland cement paint
CEILING HEIGHT.....	8'-6"
CUBAGE.....	House 21,050 cu.ft.
	Basement 8,000 cu.ft.
	Total..... 29,050 cu.ft.



ALL-MASONRY CONSTRUCTION MEANS MINIMUM DEPRECIATION

Here is a practical layout that meets the requirements of most small home builders. There is plenty of space in the house and bedrooms are of comfortable size with generous closets. The kitchen, of the "turn and reach" variety, is as shipshape and efficient as modern scientific planning can make it. For additional space, a playroom and hobby den can easily be finished in the basement. The exterior, which grows naturally from the plan, is finely modeled and carefully detailed.



DESIGN 5-K-4

CONSTRUCTION:

Concrete masonry walls; reinforced concrete floors; cement asbestos shingles on roof

EXTERIOR FINISH:

Portland cement stucco or portland cement paint

CEILING HEIGHT.....8'-6"

CUBAGE.....House15,876 cu.ft.
Basement.. 9,000 cu.ft.

Total.....24,876 cu.ft.

Approved design for a REGISTERED HOME

Approved for use under the Federal Home Building Service Plan, this design is eligible for the Certificate of Registration, provided the house is built with approved technical service and meets established requirements upon completion. Ask for details.

Use permitted by ARCHITECTS' SMALL HOUSE SERVICE BUREAU, Inc.
38 So. Dearborn St., Chicago, Ill.



ENGLISH-TYPE COTTAGE FOR A SHALLOW LOT

Approved design for a REGISTERED HOME

Approved for use under the Federal Home Building Service Plan, this design is eligible for the Certificate of Registration, provided the house is built with approved technical service and meets established requirements upon completion.

The architectural loveliness of an English Cotswold cottage has been skilfully adapted to today's requirements in this comfortable, all-concrete home. A first-floor lavatory, laundry space, a bath with both shower and tub on the second floor, the broad expanse of windows in the dining room, and a kitchen planned for efficiency are only a few of the features which enhance this tradition in home design.

Designed by SAMUEL GLASER—Architect
162 Newbury St., Boston, Mass.

CONSTRUCTION:

Concrete masonry

EXTERIOR FINISH:

Portland cement paint

CEILING HEIGHTS:

1st fl. 7'-6" or 8'-0"

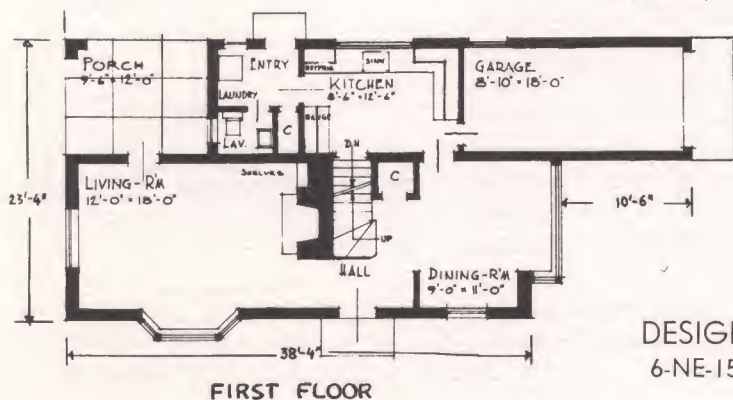
2nd fl. 7'-6"

CUBAGE:

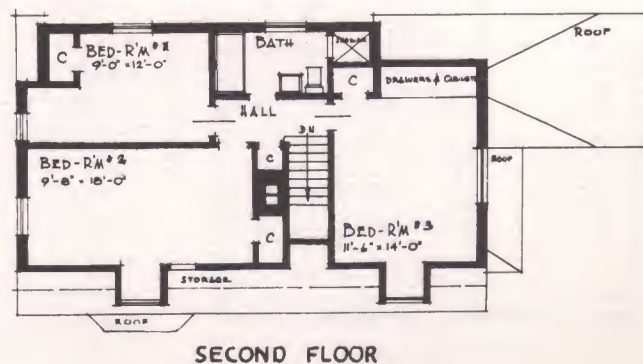
House17,056 cu.ft.

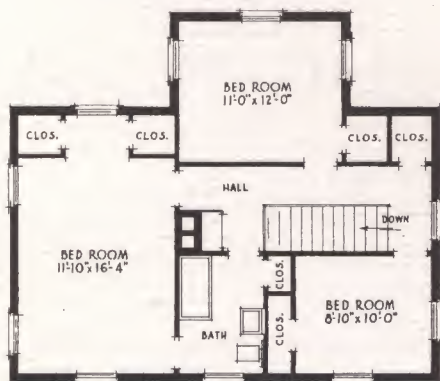
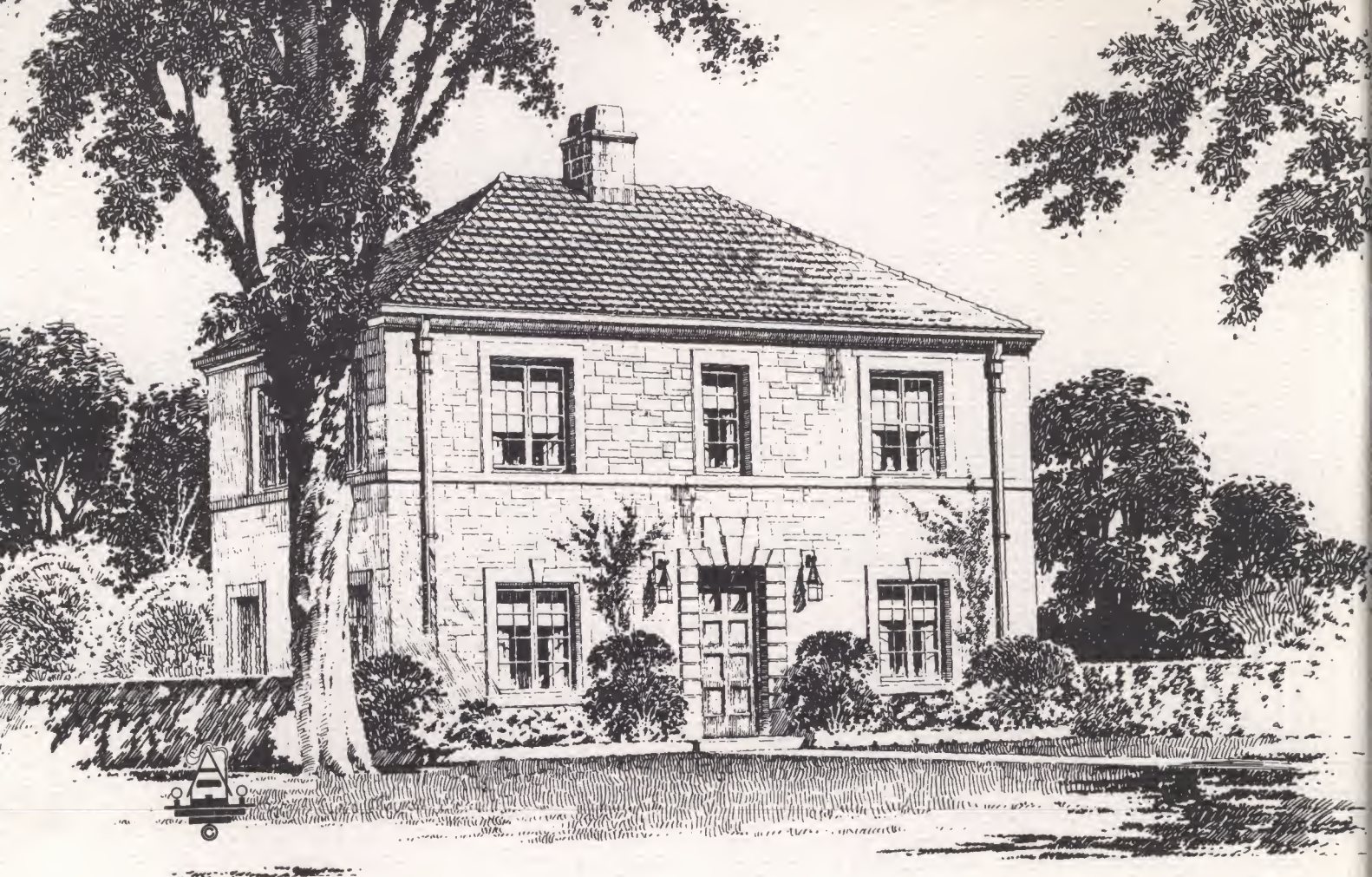
Garage 2,420 cu.ft.

Total.....19,476 cu.ft.

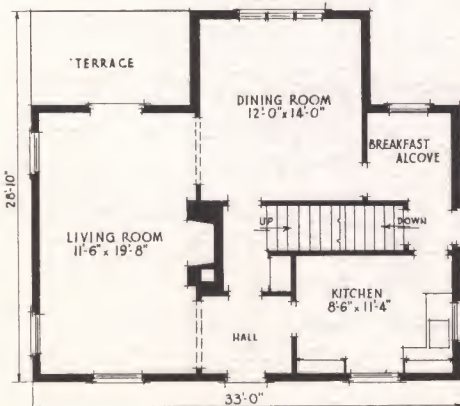


DESIGN
6-NE-15





SECOND FLOOR PLAN



FIRST FLOOR PLAN

DIGNITY AND CHARM IN CONCRETE MASONRY

Seldom does a small house have the restraint and dignity of this design. The interesting handling of the openings, the style of the roof, and especially the treatment of the walls contribute to the outstanding appearance of this firesafe house. The plan takes into account the modern tendency to reserve the quiet and privacy of the rear of the house for the living rooms and to place the service quarters at the front. The housewife will find it a great convenience to have the kitchen immediately accessible to the front door and also to the stairs without need of traversing another room. The rugged nature of this design suggests beamed ceilings in the living and dining rooms.

DESIGN 6-K-8

CONSTRUCTION:

Concrete masonry walls; reinforced concrete floor; concrete tile roof

EXTERIOR FINISH:

Portland cement paint

CEILING HEIGHT.....8'-6"

CUBAGE.....House19,991 cu.ft.

Basement 6,650 cu.ft.

Total.....26,641 cu.ft.

Approved design for a REGISTERED HOME

Approved for use under the Federal Home Building Service Plan, this design is eligible for the Certificate of Registration, provided the house is built with approved technical service and meets established requirements upon completion. Ask for details.

Use permitted by
ARCHITECTS' SMALL HOUSE
SERVICE BUREAU, Inc.
38 So. Dearborn St., Chicago, Ill.



Here is a modern home with a clean cut, square plan designed to please garden fanciers. Broad living and dining room windows overlook the rear garden. Moreover, the whole house is set low on the ground, thus offering many possibilities for attractive planting. The outside entrance to the basement is another feature which will appeal to gardeners. Inside, this modern design offers a downstairs lavatory, quick access to the front door from the kitchen, built-in book and china shelves, and ample closet space.

DESIGN 6-K-15

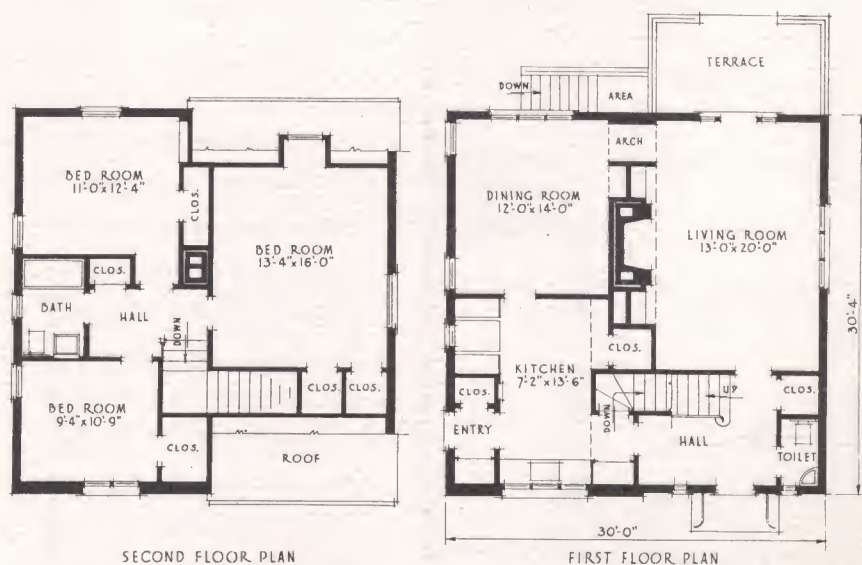
CONSTRUCTION.....Concrete masonry walls; reinforced concrete floors; cement asbestos shingle roof

EXTERIOR FINISH.....Portland cement stucco

CEILING HEIGHT.....8'-6"

CUBAGE.....House18,804 cu.ft.
Basement 6,860 cu.ft.

Total.....25,664 cu.ft.



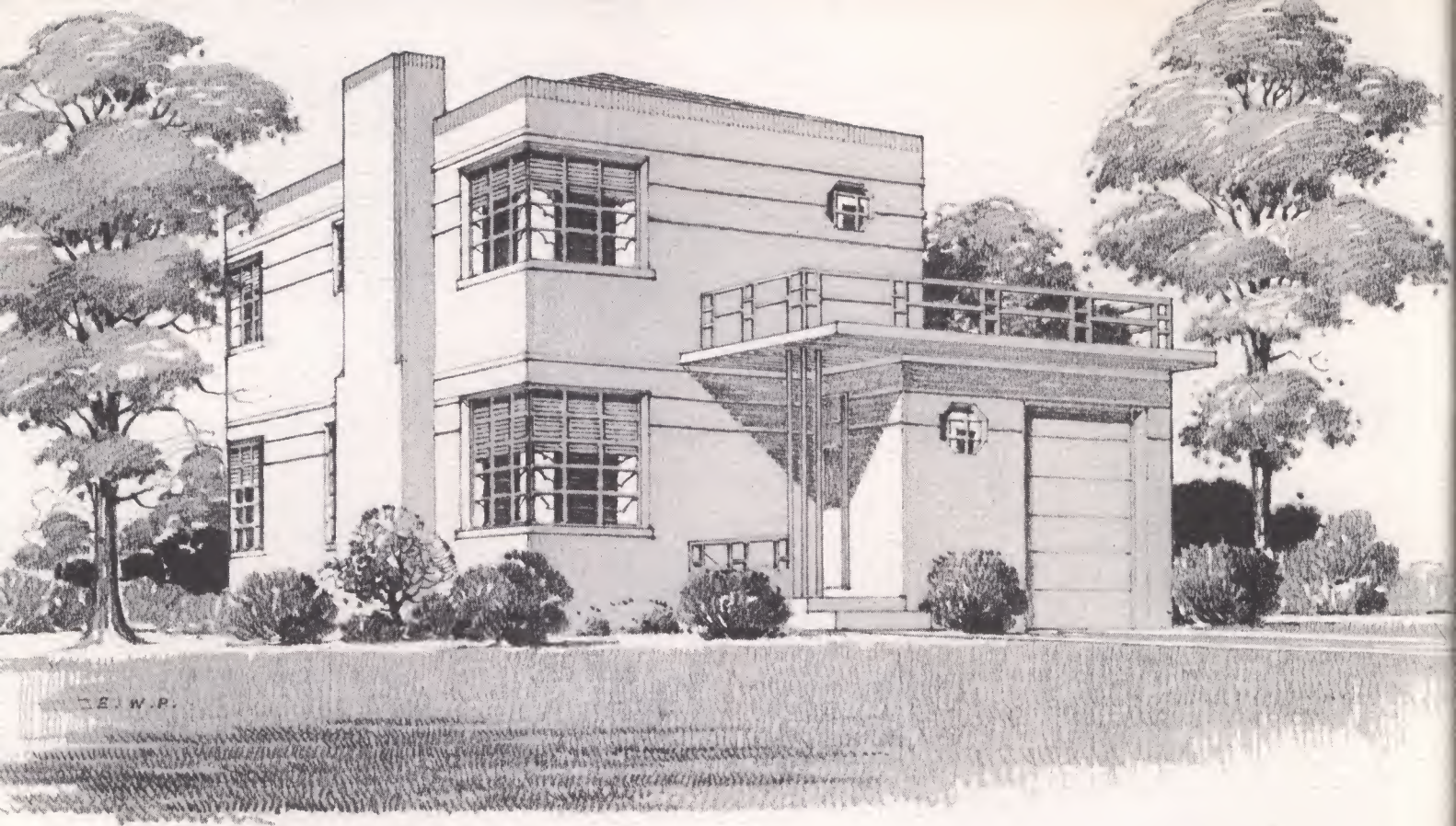
SECOND FLOOR PLAN

FIRST FLOOR PLAN

Approved design for a REGISTERED HOME

Approved for use under the Federal Home Building Service Plan, this design is eligible for the Certificate of Registration, provided the house is built with approved technical service and meets established requirements upon completion. Ask for details.

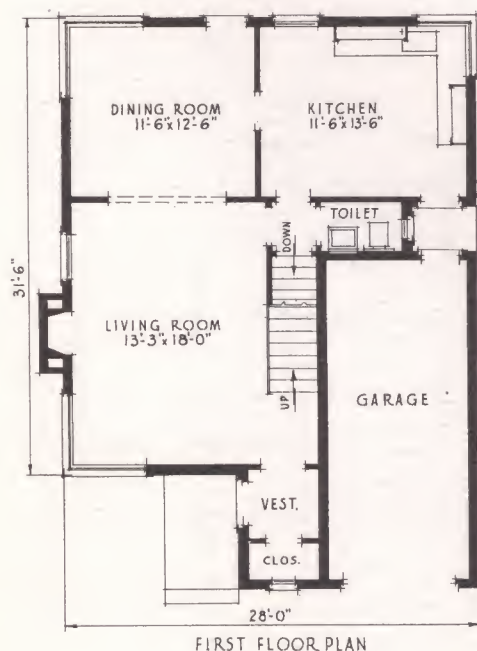
Use permitted by ARCHITECTS' SMALL HOUSE SERVICE BUREAU, Inc.
38 So. Dearborn St., Chicago, Ill.



TWO-STORY MODERN

Approved design for a REGISTERED HOME

Approved for use under the Federal Home Building Service Plan, this design is eligible for the Certificate of Registration, provided the house is built with approved technical service and meets established requirements upon completion.

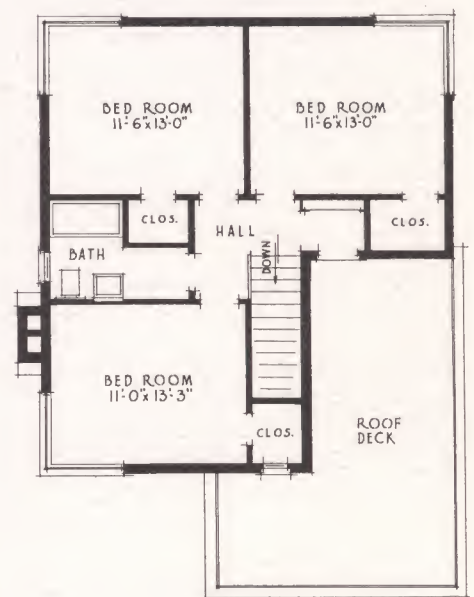


This house is called modern not alone because of its style, but because it accurately reflects contemporary ideas of living. The clean-cut lines of the exterior betoken the efficiency of space arrangement within. Although living and dining rooms are of ample size, the separating wall may be omitted to good advantage. All rooms have the corner bay windows which characterize this design and admit plentiful light and air. The elbow deck provides sufficient outdoor sitting space for most people, but those who prefer a screened porch may add one either at the side or rear. The downstairs lavatory is a very desirable feature. This house will fit comfortably on a 40-foot lot.

Designed by PAUL TILDS—Architect
2539 Woodward Ave., Detroit, Mich.

DESIGN 6-MI-31

CONSTRUCTION	Concrete masonry
EXTERIOR FINISH.....	Portland cement paint
CEILING HEIGHTS.....	1st fl. 8'-6"
	2nd fl. 7'-9"
CUBAGE.....	House 17,900 cu.ft.
	Basement 5,100 cu.ft.
	Total.....23,000 cu.ft.





THE WIDELY POPULAR "POT OF GOLD" MODEL HOUSE

DESIGN 6-BH-16

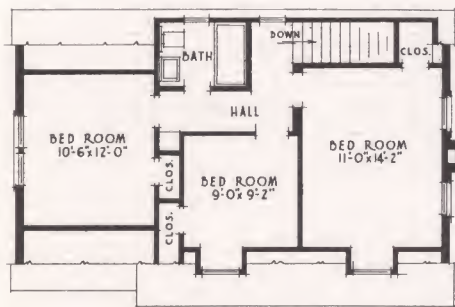
CONSTRUCTION.....Concrete masonry
EXTERIOR FINISH.....Portland cement paint
CEILING HEIGHTS.....1st fl. 7'-6"; 2nd fl. 7'-4"
CUBAGE.....18,500 cu.ft.

Use permitted by BETTER HOMES & GARDENS, Des Moines, Iowa
Designed by ROBERT CHARLES MARTIN—Architect
17th and Sansom Sts., Philadelphia, Pa.

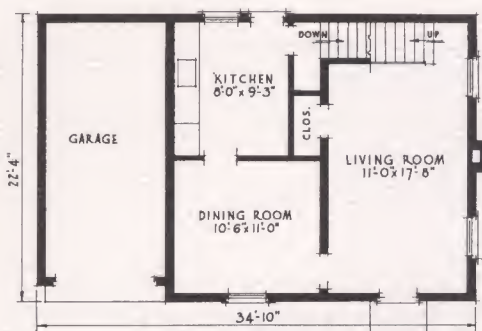
This is a home in which an active family can stretch out and live, yet it is not an expensive one to build. Within a year after it was first opened as a model house, over 200 duplicates were completed or building. The design contains many clever little touches usually found only in houses in a much higher price bracket. The curve of the projecting eaves, for instance, gives a graceful finish to the roof lines and it shelters the entrance.

Approved design for a REGISTERED HOME

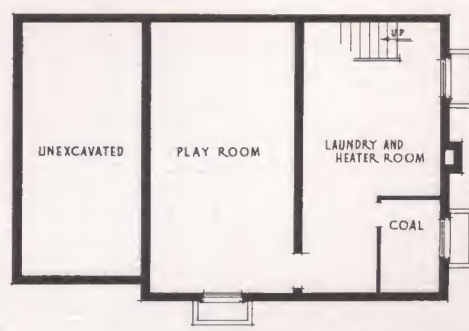
Approved for use under The Registered Home Service, this design is eligible for the Certificate of Registration, provided the house is built with approved technical service and meets established requirements upon completion.



SECOND FLOOR PLAN



FIRST FLOOR PLAN



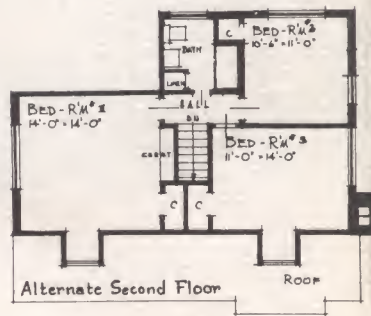
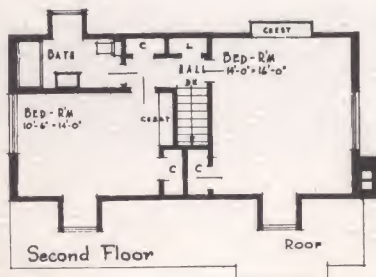
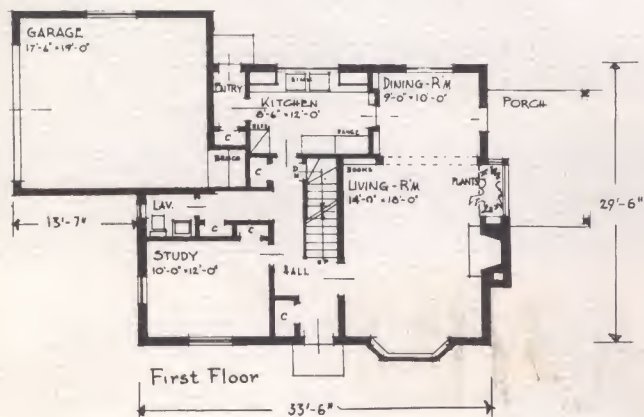
BASEMENT PLAN

CONCRETE HOME WITH ALTERNATE SECOND FLOOR

(SEE FRONT COVER FOR ELEVATION OF THIS PLAN)

A sturdy chimney on one side and a garage ell on the other give excellent balance to this design of English derivation. Inside, the large living room and dining room combine to form an unusually spacious living area. The first-floor study with its adjoining lavatory will be useful as a bedroom suite for an occasional guest. Alternate second-floor plans provide for two or for three bedrooms, both plans offering unusually capacious closet and storage space.

Designed by SAMUEL GLASER—Architect
162 Newbury St., Boston, Mass.



Approved design for a REGISTERED HOME

Approved for use under the Federal Home Building Service Plan, this design is eligible for the Certificate of Registration, provided the house is built with approved technical service and meets established requirements upon completion.

DESIGN

6-NE-19

7-NE-19

CONSTRUCTION:

Concrete masonry

EXTERIOR FINISH:

Portland cement paint

CEILING HEIGHTS:

1st fl. 7'-6" or 8'-0"

2nd fl. 7'-6"

CUBAGE:

House22,160 cu.ft.

Garage 4,560 cu.ft.

Total.....26,720 cu.ft.

PUBLISHED BY

NATIONAL CONCRETE MASONRY ASSOCIATION

33 West Grand Avenue, Chicago, Ill.

CONCRETE HOME WITH ALTERNATE SECOND FLOOR

(SEE FRONT COVER FOR ELEVATION OF THIS PLAN)

A sturdy chimney

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From the collection of:

Jim Draeger

IGN

E-19

E-19

DN:

Concrete masonry

SH:

1 cement paint

4TS:

7'-6" or 8'-0"

7'-6"

...22,160 cu.ft.

.. 4,560 cu.ft.

..26,720 cu.ft.

GARAGE
17'-4" x 19'-0"

13'-7"

